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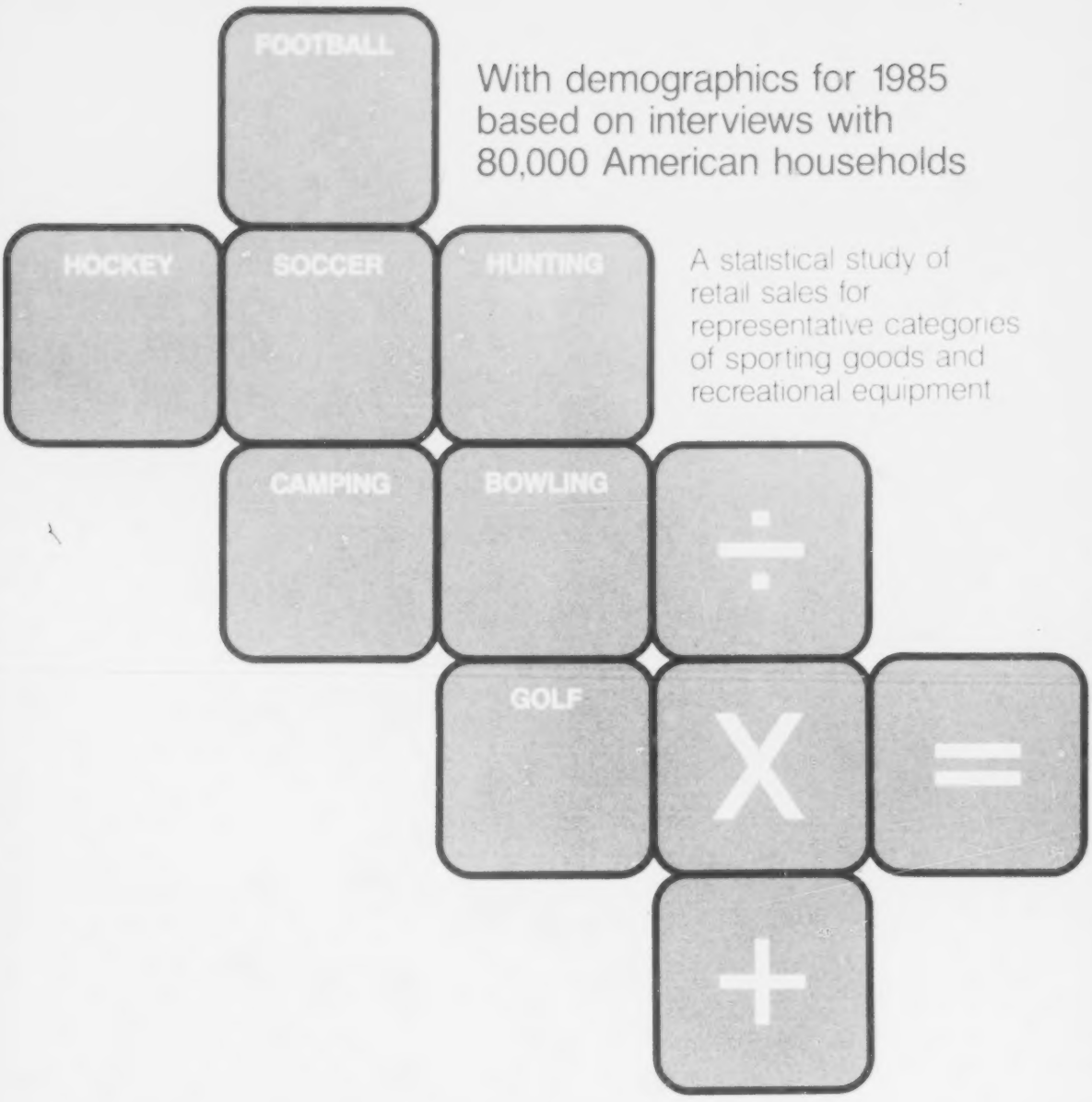

With demographics for 1985 based on interviews with 80,000 American households

A statistical study of retail sales for representative categories of sporting goods and recreational equipment

The Sporting Goods Market in 1986

ISSN: 0193-8401

NSGA National Sporting Goods Association
1699 Wall Street, Mt. Prospect, Illinois 60056

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1699 Wall St., Mt. Prospect, Illinois 60056
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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1984 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1985 consumer purchases from a survey of 80,000 households. Most fall/winter items are based on purchases during the calendar year. Most spring/summer products are based on purchases during the 1985 season (October 1984-September 1985). Projections of 1980-1985 sales were based on all U.S. households. In 1985, there were 86.8 million households. Before 1980, the consumer panel included only family households. Projections of 1979 and earlier were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 48 products were included in the study. Replies were received from approximately 71% of the sample.

The Sport & Athletic Clothing category represents our effort to more fully represent soft goods sales. While it does not include all athletic clothing bought by consumers, it does indicate year-to-year sales trends for key products in this growing category. Before 1981, surveys had reported only skiwear, golf and tennis clothing, and warm-up suits.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units purchased in each type of outlet is based only on the most recent purchase. The percentages are indicative of the relative unit sales by outlet type, but they do not represent the actual percent of units sold by each type.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data contains brand share statistics and the percent distribution of purchases by price point. This information is available from the National Sporting Goods Association at a cost of $325 per product, with discounts for multiple report purchases. Also, the fact that we have identified recent purchasers of 48 different products means that follow-up studies among recent owners can easily be done on specific products. To obtain further market research information, contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 200,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.4% of the U.S. households live in New England, and 5.4% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1984. Not included in 1984 consumer survey.
(b) Estimated for 1985. Not included in 1985 consumer survey.
(e) Estimated. Not included in consumer survey for that year.
N.A. Not available.
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1984	1985	1986 Forecast	Percent Increase 1986 vs. 1985
Athletic & Sport Clothing				
Athletic Socks	$ 381.8	$ 412.3	$ 445.0	8%
Bathing Suits	704.4	694.5	715.0	3
Golf Clothing	218.4	216.4	223.0	3
Leotards	108.8	144.0	156.0	8
Parkas - Down/Fiber Filled	224.3	224.3	229.0	2
Shorts - Elastic Waist	210.1	210.1	210.0	-
Skiwear	285.9	303.1	330.0	9
Sweatshirts	300.2	315.2	331.0	5
Tennis Clothing	135.5	138.2	146.0	6
Vests - Down/Fiber Filled	162.0	153.9	154.0	-
Warm-up Suits	700.1	564.2	564.0	-
	$3,431.5	$3,376.2	$3,503.0	4%
Athletic & Sport Footwear				
Aerobic Shoes	$ 53.9	$ 177.5	$ 266.0	50%
Baseball Shoes	87.0	102.8	108.0	5
Basketball Shoes	158.5	185.4	198.0	7
Bowling Shoes	33.9	32.5	33.0	-
Football Shoes	39.9	40.0	41.0	2
Golf Shoes	109.6	109.1	116.0	6
Gym Shoes/Sneakers	669.3	655.5	675.0	3
Hiking Shoes	87.4	97.6	104.0	7
Hunting Boots	66.3	67.0	68.0	2
Jogging/Running Shoes	590.8	572.0	572.0	-
Racquetball Shoes	40.0	32.9	33.0	-
Soccer Shoes	73.2	67.6	70.0	3
Tennis Shoes	371.2	469.7	507.0	8
	$2,381.0	$2,609.6	$2,791.0	7%
Athletic & Sport Equipment				
Archery	$ 211.7	$ 212.0	$ 212.0	-%
Baseball & Softball	153.0	176.0	187.0	6
Basketball	82.4	77.8	82.0	5
Billiards	100.0	116.6	125.0	7
Bowling Accessories	107.6	106.0	106.0	-

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1984	1985	1986 Forecast	Percent Increase 1986 vs. 1985
Athletic & Sport Equipment-Cont.				
Camping	$ 699.3	$ 723.9	$ 775.0	7%
Exercise	1,055.6	1,216.4	1,289.0	6
Firearms & Hunting	1,620.3	1,698.8	1,716.0	1
Fishing Tackle	615.6	680.7	715.0	5
Football	52.0	53.5	55.0	3
Golf	630.1	730.0	767.0	5
Ice Skates & Hockey	89.2	85.2	85.0	-
Optics	294.2	308.9	327.0	6
Racquetball	71.1	64.5	65.0	-
Roller Skates	36.7	40.0	42.0	6
Skin Diving & Scuba Gear	77.9	78.0	84.0	8
Snow Skiing				
Downhill	397.2	462.5	509.0	10
Cross-Country	104.8	130.5	141.0	8
Soccer	33.5	27.7	29.0	4
Table Tennis	29.0	29.0	30.0	4
Tennis	314.9	273.4	287.0	5
Volleyballs & Badminton Sets	27.0	27.8	30.0	8
Water Skis	146.0	125.0	131.0	5
Athletic Goods Team Sales	1,368.0	1,477.4	1,522.0	3
Total Equipment	$ 8,317.1	$ 8,921.6	$ 9,311.0	4%
Sub-total	$14,129.6	$14,907.4	$15,605.0	5%
Recreational Transport**				
Bicycles & Supplies	$1,840.0	$2,109.0	$2,109.0	-%
Pleasure Boats, Motors & Accessories	6,209.0	6,753.0	7,428.0	10
Recreational Vehicles	4,082.0	3,515.0	3,807.0	8
Snowmobiles	140.0	162.0	170.0	5
Total Recreational Transport	$12,271.0	$12,539.0	$13,514.0	8%
Total All Products	$26,400.6	$27,446.4	$29,119.0	6%

**Sales and forecasts were provided by industry associations.

ATHLETIC AND SPORT CLOTHING

1985 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Athletic Socks			$ 412,300		8%	(a)(b)
Bathing Suits	31,300	$22.19	694,547	-3%	-1	
Golf Clothing			216,395		-1	
Leotards	8,461	17.02	144,006		32	(a)
Parkas (down & fiber filled)			224,300		-	(a)(b)
Shorts (elastic-waist)			210,100		-	(b)
Skiwear			303,100		6	
Sweatshirts			315,200		5	(a)(b)
Tennis Clothing			138,200		2	(b)
Vests (down & fiber filled)			153,900		-5	(a)(b)
Warm-up Suits	17,586	32.08	564,159	-19	-19	
Total			$3,376,207		-2%	

BATHING SUITS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.7	$22.61
Specialty Sport Shops	6.0	30.56
Pro Shops	0.7	*
Discount Stores	21.5	13.77
Department Stores	52.2	24.09
Mail Order	4.5	22.73
Catalog Showroom	0.3	*
Other Outlets	9.1	25.16
Total	100.0	$22.19

1976-1985 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	781.8	(e)
1981	43.2	860.0	
1982	34.0	709.3	
1983	35.3	765.7	
1984	32.4	704.4	
1985	31.3	694.5	

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC AND SPORT CLOTHING

GOLF CLOTHING

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Price
Sporting Goods Stores	11.8	$89.83
Specialty Sport Shops	12.7	91.89
Pro Shops	41.7	118.20
Discount Stores	9.3	48.79
Department Stores	15.8	77.75
Mail Order	3.1	*
Catalog Showroom	1.1	*
Other Outlets	4.5	*
Total	100.0	$94.19

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		88.4
1980		188.6 (e)
1981		198.0
1982		204.0 (e)
1983		210.0
1984		218.4
1985		216.4

1976-79 projections based on family households; 1980-85 based on all households.

LEOTARDS/BODY SUITS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	4.5	*
Specialty Sport Shops	8.2	$23.73
Pro Shops	0.7	*
Discount Stores	24.0	12.59
Department Stores	45.7	16.26
Mail Order	7.5	19.10
Catalog Showroom	0.4	*
Other Outlets	9.0	18.13
Total	100.0	$17.02

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	96.6 (e)
1983	8.9	120.8
1984	N.A.	108.8 (e)
1985	8.5	144.0

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC AND SPORT CLOTHING

SKIWEAR

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Price
Sporting Goods Stores	37.2	$131.02
Specialty Sport Shops	26.2	143.55
Pro Shops	5.9	*
Discount Stores	10.0	70.07
Department Stores	11.4	96.30
Mail Order	3.1	*
Catalog Showroom	1.7	*
Other Outlets	4.5	*
Total	100.0	$119.99

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976		138.3 (e)
1977		172.9 (e)
1978		207.5
1979		203.0
1980		271.2
1981		257.7
1982		231.9
1983		263.1
1984		285.9
1985		303.1

1976-79 projections based on family households; 1980-85 based on all households.

WARM-UP SUITS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.6	$39.45
Specialty Sport Shops	5.5	46.19
Pro Shops	1.3	*
Discount Stores	30.9	24.11
Department Stores	36.6	31.64
Mail Order	2.3	40.85
Catalog Showroom	.5	*
Other Outlets	6.3	31.43
Total	100.0	$32.08

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	6.5	132.8
1977	11.4	236.1
1978	7.5	168.8
1979	7.4	188.8
1980	11.8	355.0
1981	13.1	352.2
1982	15.8	448.9
1983	21.0	631.7
1984	21.7	700.1
1985	17.6	564.2

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC AND SPORT FOOTWEAR

1985 CONSUMER PURCHASES
(In thousands)

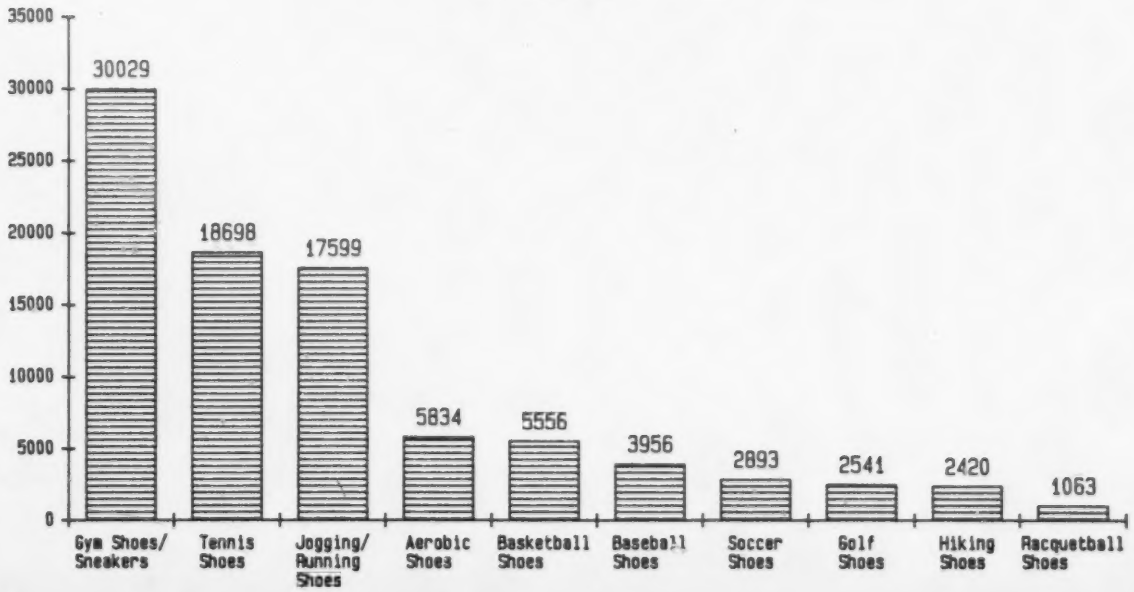
	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Aerobic Shoes	5,834	$30.42	$ 177,470	205%	229%	
Baseball Shoes	3,956	26.00	102,856	8	18	
Basketball Shoes *	5,556	33.37	185,404	12	17	
Bowling Shoes			32,500		-4	(a)(b)
Football Shoes			40,000		-	(a)(b)
Golf Shoes	2,541	42.94	109,111		-	(a)
Gym Shoes/Sneakers **	30,029	21.83	655,533	-6	-2	
Hiking Shoes ***	2,420	40.32	97,574		12	(a)
Hunting Boots			67,000		1	(a)(b)
Jogging/Running Shoes	17,599	32.50	571,968	-9	-3	
Racquetball Shoes	1,063	30.96	32,910	-20	-18	
Soccer Shoes	2,893	23.37	67,609	-11	-8	
Tennis Shoes	18,698	25.12	469,694	26	27	
Total			$2,609,629		10%	

* This category is significantly understated; it is likely many consumers record such purchases as "gym shoes."

** This category is based on consumer perception and probably includes footwear more accurately placed in other footwear categories.

*** Referred to as "Hiking Boots" in previous studies.

1985 ATHLETIC AND SPORT FOOTWEAR PURCHASES
(In Thousands of Units)



ATHLETIC AND SPORT FOOTWEAR

AEROBIC SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.6	$35.20
Specialty Sport Shops	15.4	35.51
Pro Shops	1.0	*
Discount Stores	18.2	20.46
Department Stores	25.7	30.53
Mail Order	3.4	30.61
Catalog Showroom	0.3	*
Other Outlets	13.4	28.90
Total	100.0	$30.42

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	9.7 (e)
1983	1.1	29.3
1984	1.9	53.9
1985	5.8	177.5

1976-79 projections based on family households; 1980-85 based on all households.

BASEBALL SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	44.3	$29.86
Specialty Sport Shops	9.0	29.54
Pro Shops	1.7	*
Discount Stores	26.4	19.47
Department Stores	9.4	24.36
Mail Order	0.2	*
Catalog Showroom	--	--
Other Outlets	9.0	21.86
Total	100.0	$26.00

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	2.5	32.1
1977	2.8	38.2
1978	3.1	43.8
1979	2.7	45.0
1980	3.1	56.2
1981	2.7	57.6
1982	2.3	47.9
1983	3.2	65.9
1984	3.7	87.0
1985	4.0	102.9

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC AND SPORT FOOTWEAR

BASKETBALL SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	38.8	$37.69
Specialty Sport Shops	12.4	43.23
Pro Shops	0.7	*
Discount Stores	24.6	22.94
Department Stores	14.2	33.45
Mail Order	1.3	*
Catalog Showroom	--	--
Other Outlets	8.0	28.50
Total	100.0	$33.37

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	4.7	75.1
1977	5.0	83.6
1978	4.8	97.6
1979	5.2	118.7
1980	3.4	85.8
1981	2.9	80.3
1982	2.8	80.5
1983	4.0	119.2
1984	4.9	158.5
1985	5.6	185.4

1976-79 projections based on family households; 1980-85 based on all households.

GOLF SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.3	$43.77
Specialty Sport Shops	18.5	43.00
Pro Shops	28.9	50.19
Discount Stores	12.3	28.83
Department Stores	5.8	*
Mail Order	2.7	*
Catalog Showroom	0.7	*
Other Outlets	6.8	42.15
Total	100.0	$42.94

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	2.4	64.9
1977	2.0	55.8
1978	1.6	47.8
1979	1.5	48.7
1980	N.A.	68.0 (e)
1981	1.9	78.4
1982	2.2	98.5
1983	2.5	115.3
1984	N.A.	109.6 (e)
1985	2.5	109.1

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC AND SPORT FOOTWEAR

GYM SHOES/SNEAKERS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.3	$30.63
Specialty Sport Shops	6.5	30.23
Pro Shops	1.0	*
Discount Stores	34.7	16.03
Department Stores	28.1	22.51
Mail Order	0.8	*
Catalog Showroom	--	--
Other Outlets	15.6	21.14
Total	100.0	$21.83

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	465.0 (e)
1978	42.1	511.9
1979	36.2	506.4
1980	29.4	464.9
1981	34.1	616.4
1982	33.5	658.8
1983	31.7	639.1
1984	32.1	669.3
1985	30.0	655.5

1976-79 projections based on family households; 1980-85 based on all households.

HIKING SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.8	$48.90
Specialty Sport Shops	10.4	57.22
Pro Shops	0.8	*
Discount Stores	22.7	24.49
Department Stores	25.7	32.42
Mail Order	6.2	*
Catalog Showroom	0.4	*
Other Outlets	15.0	43.15
Total	100.0	$40.32

** Referred to as "Hiking Boots".

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	46.0 (e)
1977	1.5	50.4 **
1978	1.2	44.4 **
1979	1.3	54.7 **
1980	2.1	92.2 **
1981	1.8	85.8 **
1982	N.A.	85.8 (e)
1983	N.A.	84.9 (e)
1984	N.A.	87.4 (e)
1985	2.4	97.6

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC AND SPORT FOOTWEAR

JOGGING/RUNNING SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	26.4	$40.49
Specialty Sport Shops	16.0	42.80
Pro Shops	1.3	*
Discount Stores	21.0	21.44
Department Stores	21.8	25.60
Mail Order	2.3	44.55
Catalog Showroom	0.3	*
Other Outlets	10.9	30.78
Total	100.0	$32.50

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	9.0	147.0
1978	13.0	238.6
1979	14.0	304.0
1980	16.3	397.3
1981	13.7	372.1
1982	15.4	421.0
1983	19.0	556.7
1984	19.4	590.8
1985	17.6	572.0

1976-79 projections based on family households; 1980-85 based on all households.

RACQUETBALL SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	43.0	$32.87
Specialty Sport Shops	17.6	35.40
Pro Shops	7.7	*
Discount Stores	13.4	*
Department Stores	12.0	*
Mail Order	0.7	*
Catalog Showroom	--	--
Other Outlets	5.6	*
Total	100.0	$30.96

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	29.6 (e)
1980	1.0	26.0
1981	1.1	28.0
1982	1.1	30.6
1983	1.3	37.1
1984	1.3	39.9
1985	1.1	32.9

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC AND SPORT FOOTWEAR

SOCCER SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	36.5	$24.79
Specialty Sport Shops	20.8	29.35
Pro Shops	0.8	*
Discount Stores	21.6	14.35
Department Stores	9.7	24.83
Mail Order	0.4	*
Catalog Showroom	--	--
Other Outlets	10.2	19.63
Total	100.0	$23.37

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	3.5	51.5
1980	2.8	43.7
1981	2.2	43.1
1982	2.6	48.6
1983	3.1	64.7
1984	3.2	73.2
1985	2.9	67.6

1976-79 projections based on family households; 1980-85 based on all households.

TENNIS SHOES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.4	$32.23
Specialty Sport Shops	9.5	36.61
Pro Shops	2.2	31.83
Discount Stores	27.1	17.26
Department Stores	28.2	23.49
Mail Order	1.0	*
Catalog Showroom	0.2	*
Other Outlets	11.4	24.29
Total	100.0	$25.12

** Does not include tennis style sport shoes.

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	12.5	183.9 **
1977	29.0	389.5
1978	22.5	309.9
1979	20.5	317.3
1980	19.6	359.1
1981	12.7	283.8
1982	12.4	286.6
1983	14.1	339.8
1984	14.8	371.2
1985	18.7	469.7

1976-79 projections based on family households; 1980-85 based on all households.

ATHLETIC & SPORT EQUIPMENT

BASEBALL AND SOFTBALL EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Gloves	4,374	$27.89	$121,991	9%	20%	
Baseballs			22,000		5	(a)(b)
Aluminum Bats			32,000		5	(a)(b)
Total			$175,991		15%	

Note: 1984 sales projections for gloves have been revised.

GLOVES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	29.1	$39.25
Specialty Sport Shops	4.4	32.24
Pro Shops	0.6	*
Discount Stores	41.4	21.94
Department Stores	14.9	24.63
Mail Order	0.8	*
Catalog Showroom	2.7	*
Other Outlets	6.1	19.52
Total	100.0	$27.89

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	3.9	65.1
1977	4.6	81.0
1978	4.0	73.7
1979	4.2	80.3
1980	4.0	92.2
1981	3.3	92.0
1982	3.4	85.6
1983	3.6	96.7
1984	4.0	101.5
1985	4.4	122.0

1976-79 projections based on family households; 1980-85 based on all households.

BASKETBALL EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Basketballs	2,524	$15.27	$38,541	-11%	-14%	
Backboards			39,300		5	(a)(b)
Total			$77,841		-6%	

BASKETBALLS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.5	$21.38
Specialty Sport Shops	2.2	*
Pro Shops	--	--
Discount Stores	46.7	13.57
Department Stores	18.1	13.16
Mail Order	1.3	*
Catalog Showroom	3.8	*
Other Outlets	5.4	*
Total	100.0	$15.27

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	3.8	37.7
1977	4.4	45.1
1978	3.0	33.9
1979	3.2	40.4
1980	3.2	39.7
1981	2.7	38.4
1982	2.3	32.6
1983	2.4	37.3
1984	2.8	45.0
1985	2.5	38.5

1976-79 projections based on family households; 1980-85 based on all households.

BICYCLES

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars
10-12-15+ Speed Bicycles	5,945	$164.00	$974,980	27%	28%
Total			$974,980		28%

10-12-15+ SPEED BICYCLES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.0	$198.71
Specialty Sport Shops	29.5	229.92
Pro Shops	1.3	*
Discount Stores	30.1	103.74
Department Stores	16.9	115.02
Mail Order	0.5	*
Catalog Showroom	3.0	*
Other Outlets	11.7	161.96
Total	100.0	$164.00

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	655.6 (e)
1983	4.6	760.5
1984	4.7	764.7
1985	5.9	975.0

1976-79 projections based on family households; 1980-85 based on all households.

BILLIARD EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Dollars	
Billiard/Pool Tables	146	$654.71	$ 95,588		17%	(a)
Supplies			21,000		16	(a)(b)
Total			$116,588		17%	

BILLIARD/POOL TABLES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	--	--
Specialty Sport Shops	10.0	*
Pro Shops	--	--
Discount Stores	10.0	*
Department Stores	30.0	*
Mail Order	--	--
Catalog Showroom	--	--
Other Outlets	50.0	*
Total	100.0	$654.71

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	0.3	116.4	
1977	0.2	93.9	
1978	0.2	106.9	
1979	0.3	173.1	
1980	0.3	156.1	
1981	0.2	129.1	
1982	N.A.	107.0	(e)
1983	0.1	81.2	
1984	N.A.	81.9	(e)
1985	0.1	95.6	

1976-79 projections based on family households; 1980-85 based on all households.

BOWLING ACCESSORIES

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Balls	1,806	$44.38	$ 80,150	-8%	-4%	
Bags			25,800		-5	(a)(b)
Total			$105,950		-2%	

BOWLING BALLS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.6	$38.44
Specialty Sport Shops	10.3	*
Pro Shops	37.4	52.80
Discount Stores	24.5	29.24
Department Stores	3.3	*
Mail Order	--	--
Catalog Showroom	--	--
Other Outlets	10.9	48.50
Total	100.0	$44.38

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	2.2	59.6
1977	2.4	67.9
1978	2.3	66.5
1979	2.2	67.9
1980	2.4	80.1
1981	2.3	80.4
1982	2.0	77.7
1983	2.0	78.7
1984	2.0	80.4
1985	1.8	80.2

1976-79 projections based on family households; 1980-85 based on all households.

CAMPING EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Dollars	
Backpacks	4,301	$21.05	$ 90,536	39%	20%	
Tents						
1-2 person	1,072	49.10	52,635	5	-19	
3 or more person	1,446	95.83	138,570	-6	-11	
Sleeping Bags	4,552	39.10	177,983	1	7	
Slumber Bags **	796	22.44	17,862		7	(a)
Camp Stoves			40,800		2	(b)
Lanterns			40,600		5	(a)(b)
Ice Chests			154,400		5	(a)(b)
Heaters			10,500		2	(a)(b)
Total			$723,886		4%	

** Prior to 1985, slumber bags were included with sleeping bags.

BACKPACKS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.5	$36.17
Specialty Sport Shops	7.3	40.27
Pro Shops	--	--
Discount Stores	37.0	10.96
Department Stores	13.2	13.47
Mail Order	3.4	*
Catalog Showroom	2.0	*
Other Outlets	14.6	18.50
Total	100.0	$21.05

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	1.7	37.1
1977	1.6	36.0
1978	1.4	32.7
1979	1.6	40.5
1980	2.5	59.9
1981	2.6	79.2
1982	3.1	94.5
1983	3.0	95.9
1984	3.1	75.4
1985	4.3	90.5

1976-79 projections based on family households; 1980-85 based on all households.

CAMPING EQUIPMENT

TENTS - 1-2 PERSON

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.7	$62.37
Specialty Sport Shops	7.2	*
Pro Shops	--	--
Discount Stores	35.6	32.78
Department Stores	25.1	46.34
Mail Order	3.9	*
Catalog Showroom	2.6	*
Other Outlets	5.9	*
Total	100.0	$49.10

** Includes 3 or more person tents.

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.7	120.9 **
1977	1.3	96.7 **
1978	1.5	109.7 **
1979	1.3	109.4 **
1980	1.8	181.5 **
1981	1.8	183.5 **
1982	2.1	217.2 **
1983	2.4	238.9 **
1984	1.0	65.3
1985	1.1	52.6

1976-79 projections based on family households; 1980-85 based on all households.

TENTS - 3 OR MORE PERSON

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	23.2	$101.96
Specialty Sport Shops	2.3	*
Pro Shops	--	--
Discount Stores	25.0	79.00
Department Stores	33.7	91.14
Mail Order	4.5	*
Catalog Showroom	3.6	*
Other Outlets	7.7	*
Total	100.0	$95.83

*** Combined with 1-2 person tents.

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	***	***
1977	***	***
1978	***	***
1979	***	***
1980	***	***
1981	***	***
1982	***	***
1983	***	***
1984	1.5	155.9
1985	1.4	138.6

1976-79 projections based on family households; 1980-85 based on all households.

CAMPING EQUIPMENT

SLEEPING BAGS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.6	$57.81
Specialty Sport Shops	4.5	*
Pro Shops	--	--
Discount Stores	36.7	27.25
Department Stores	29.6	28.12
Mail Order	2.7	*
Catalog Showroom	3.8	*
Other Outlets	4.1	*
Total	100.0	$39.10

** Includes slumber bags.

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	6.4	151.9 **
1977	5.1	130.8 **
1978	4.5	114.3 **
1979	4.0	103.5 **
1980	6.0	201.3 **
1981	4.6	176.9 **
1982	N.A.	211.6 (e)**
1983	5.5	230.6 **
1984	4.5	166.8 **
1985	4.6	178.0

1976-79 projections based on family households; 1980-85 based on all households.

SLUMBER BAGS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.8	*
Specialty Sport Shops	--	--
Pro Shops	--	--
Discount Stores	46.5	$19.66
Department Stores	33.3	21.43
Mail Order	2.9	*
Catalog Showroom	4.3	*
Other Outlets	7.2	*
Total	100.0	$22.44

*** Combined with sleeping bags.

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	***	***
1977	***	***
1978	***	***
1979	***	***
1980	***	***
1981	***	***
1982	***	***
1983	***	***
1984	***	***
1985	0.8	17.9

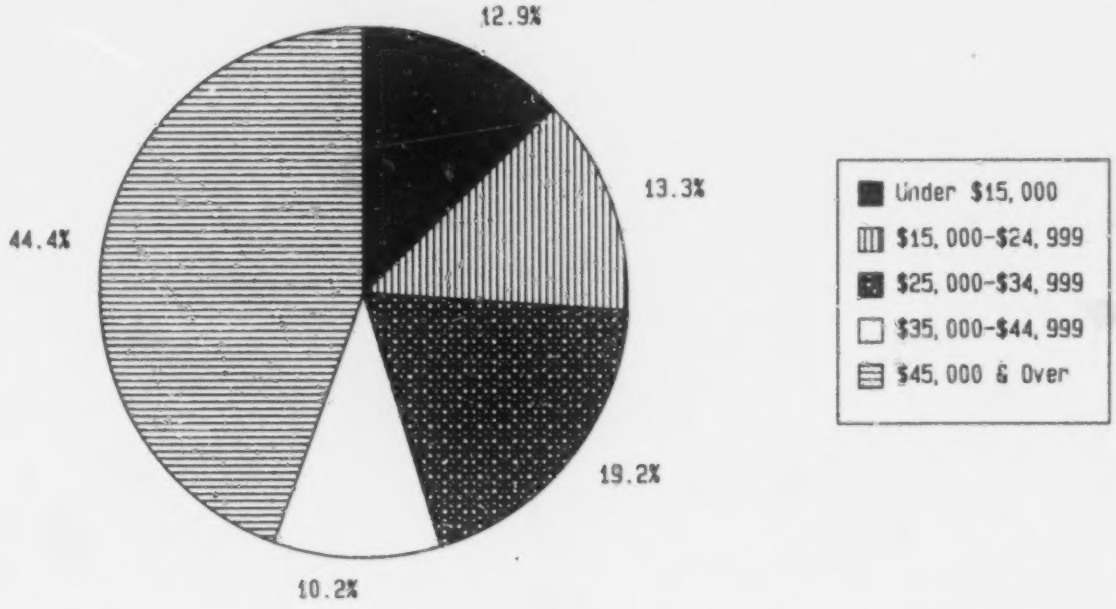
1976-79 projections based on family households; 1980-85 based on all households.

EXERCISE EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Dollars	
Multi-Purpose Home Gyms	1,152	$202.85	$ 233,683	20%	8%	
Rowing Machines	1,807	135.62	245,065	68	67	
Exercise Bicycles	3,208	120.94	387,976	12	13	
Inversion Equipment			9,700		-50	(b)
Jogging Trampolines			26,100		-30	(b)
Barbells/Weight Sets	2,662	43.60	116,063	-10	2	
Weight Benches	916	83.22	76,230	-3	11	
Treadmills			49,800		10	(b)
Hand/Wrist/ Ankle Weights	3,075	12.95	39,821	22	15	
Spring Tension Exercisers			18,300		2	(a)(b)
Jump Ropes			13,700		5	(a)(b)
Total			$1,216,438		15%	

ROWING MACHINE PURCHASES BY INCOME GROUP
(In Dollars)



EXERCISE EQUIPMENT

MULTI-PURPOSE HOME GYMS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	3.7	*
Specialty Sport Shops	1.9	*
Pro Shops	--	--
Discount Stores	34.6	$148.89
Department Stores	39.4	247.30
Mail Order	9.9	*
Catalog Showroom	6.2	*
Other Outlets	4.3	*
Total	100.0	$202.85

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	130.0 (e)
1983	0.7	192.5
1984	1.0	216.8
1985	1.2	233.7

1976-79 projections based on family households; 1980-85 based on all households.

ROWING MACHINES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.3	$199.79
Specialty Sport Shops	5.3	*
Pro Shops	0.4	*
Discount Stores	21.4	99.35
Department Stores	38.8	129.43
Mail Order	12.8	82.92
Catalog Showroom	5.3	*
Other Outlets	5.7	*
Total	100.0	$135.62

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	23.0 (e)
1983	0.4	64.2
1984	1.1	146.6
1985	1.8	245.1

1976-79 projections based on family households; 1980-85 based on all households.

EXERCISE EQUIPMENT

STATIONARY EXERCISE BICYCLES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.5	$160.45
Specialty Sport Shops	6.9	243.97
Pro Shops	0.2	*
Discount Stores	31.8	83.91
Department Stores	30.9	124.98
Mail Order	6.5	84.59
Catalog Showroom	8.1	103.50
Other Outlets	6.1	153.07
Total	100.0	$120.94

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	0.6	43.2
1978	0.8	63.7
1979	0.8	78.2
1980	1.0	102.5
1981	1.5	163.2
1982	N.A.	221.4 (e)
1983	2.4	274.5
1984	2.9	342.8
1985	3.2	388.0

1976-79 projections based on family households; 1980-85 based on all households.

BARBELLS/WEIGHT SETS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.3	$52.68
Specialty Sport Shops	3.2	*
Pro Shops	1.6	*
Discount Stores	44.4	27.44
Department Stores	26.2	59.90
Mail Order	0.3	*
Catalog Showroom	4.2	*
Other Outlets	6.8	59.52
Total	100.0	$43.60

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.5	50.0
1978	1.7	57.0
1979	1.6	58.3
1980	2.9	134.6
1981	2.7	135.1
1982	2.8	111.5
1983	3.0	141.7
1984	3.0	113.5
1985	2.7	116.1

1976-79 projections based on family households; 1980-85 based on all households.

EXERCISE EQUIPMENT

WEIGHT BENCHES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.5	*
Specialty Sport Shops	4.5	*
Pro Shops	0.8	*
Discount Stores	37.6	$72.84
Department Stores	36.8	82.45
Mail Order	0.8	*
Catalog Showroom	6.0	*
Other Outlets	3.0	*
Total	100.0	$83.22

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	1.0	49.4
1980	N.A.	74.1 (e)
1981	N.A.	70.5 (e)
1982	1.1	76.1
1983	N.A.	91.3 (e)
1984	1.0	68.6
1985	0.9	76.2

1976-79 projections based on family households; 1980-85 based on all households.

HAND/WRIST/ANKLE WEIGHTS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.0	$13.95
Specialty Sport Shops	2.8	*
Pro Shops	0.4	*
Discount Stores	36.2	10.08
Department Stores	22.4	14.42
Mail Order	0.4	*
Catalog Showroom	5.1	*
Other Outlets	8.7	14.14
Total	100.0	$12.95

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	34.5 (e)
1984	2.5	34.5
1985	3.1	39.8

1976-79 projections based on family households; 1980-85 based on all households.

FIREARMS AND HUNTING EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Shotguns	1,274	$218.28	$ 278,089	2%	5%	
Rifles	1,429	219.00	312,951	4	3	
Handguns			329,700		5	(a)(b)
Ammunition			495,600		5	(a)(b)
Reloading Equipment			49,000		-	(a)(b)
Hunting Clothing			93,400		2	(a)(b)
Airguns			75,200		10	(a)(b)
Folding Lockback Knives	3,340	19.43	64,896	26	14	
Total			$1,698,836		5%	

SHOTGUNS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	32.6	$272.07
Specialty Sport Shops	9.6	*
Pro Shops	1.8	*
Discount Stores	20.5	171.88
Department Stores	9.0	*
Mail Order	3.6	*
Catalog Showroom	4.8	*
Other Outlets	18.1	196.47
Total	100.0	$218.28

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	1.6	200.0
1977	1.6	240.3
1978	1.6	264.6
1979	1.5	285.3
1980	1.5	281.3
1981	1.3	252.0
1982	1.1	272.1
1983	1.2	270.7
1984	1.2	265.6
1985	1.3	278.1

1976-79 projections based on family households; 1980-85 based on all households.

FIREARMS AND HUNTING EQUIPMENT

RIFLES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	36.4	$238.95
Specialty Sport Shops	14.6	263.77
Pro Shops	0.7	*
Discount Stores	19.2	153.48
Department Stores	6.6	*
Mail Order	2.6	*
Catalog Showroom	0.7	*
Other Outlets	19.2	233.14
Total	100.0	$219.00

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	2.0	200.0
1977	1.9	249.5
1978	1.9	273.1
1979	1.9	275.9
1980	1.7	286.1
1981	1.4	287.0
1982	1.4	246.7
1983	1.3	277.5
1984	1.3	302.8
1985	1.4	313.0

1976-79 projections based on family households; 1980-85 based on all households.

FOLDING LOCKBACK KNIVES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.8	$24.35
Specialty Sport Shops	9.7	24.23
Pro Shops	0.3	*
Discount Stores	22.8	14.99
Department Stores	9.1	20.28
Mail Order	14.0	17.93
Catalog Showroom	4.4	*
Other Outlets	21.9	19.07
Total	100.0	$19.43

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	48.3 (e)
1983	2.4	50.2
1984	2.7	56.9
1985	3.3	64.9

1976-79 projections based on family households; 1980-85 based on all households.

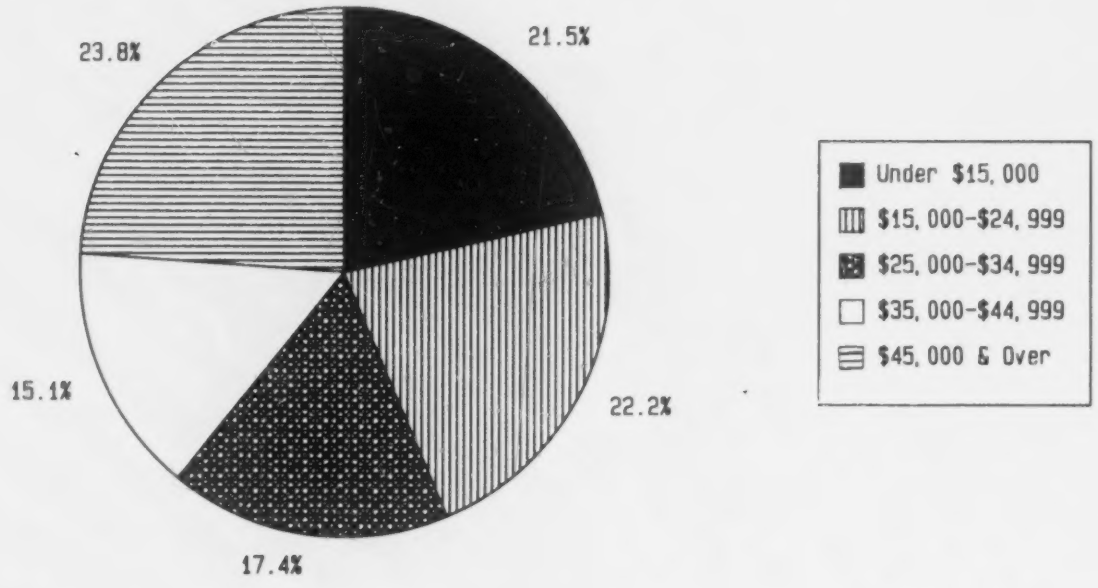
FISHING TACKLE

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Rod - Reel Combinations	6,745	$35.78	$241,336	13%	33%	
Reels - Separate	3,933	27.52	108,236	-3	-9	
Rods - Separate			115,600		5	(b)
Tackle Boxes			37,300		5	(a)(b)
Lures			140,100		5	(a)(b)
Lines, Terminal Tackle & Other Accessories			38,100		5	(a)(b)
Total			$680,672		11%	

Note: 1984 sales projections for rod - reel combinations have been revised.

ROD-REEL COMBINATION PURCHASES BY INCOME GROUP
(In Dollars)



FISHING TACKLE

ROD-REEL COMBINATIONS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.9	$41.77
Specialty Sport Shops	5.3	66.96
Pro Shops	0.2	*
Discount Stores	40.5	27.09
Department Stores	15.6	27.00
Mail Order	4.1	67.45
Catalog Showroom	3.9	*
Other Outlets	7.5	35.24
Total	100.0	$35.78

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	7.2	133.7
1977	8.5	176.0
1978	6.0	125.4
1979	5.0	139.6
1980	6.9	196.1
1981	7.3	245.7
1982	6.3	209.1
1983	N.A.	210.0 (e)
1984	6.0	181.6
1985	6.7	241.3

1976-79 projections based on family households; 1980-85 based on all households.

REELS - SEPARATE

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	28.8	$35.00
Specialty Sport Shops	6.5	41.35
Pro Shops	1.0	*
Discount Stores	39.2	21.32
Department Stores	9.8	22.17
Mail Order	6.9	22.43
Catalog Showroom	2.9	*
Other Outlets	4.9	*
Total	100.0	$27.52

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	7.2	113.4
1977	5.5	97.7
1978	5.3	102.7
1979	5.3	117.0
1980	4.2	93.2
1981	4.1	113.5
1982	N.A.	107.8
1983	N.A.	105.0 (e)
1984	4.1	118.7
1985	3.9	108.2

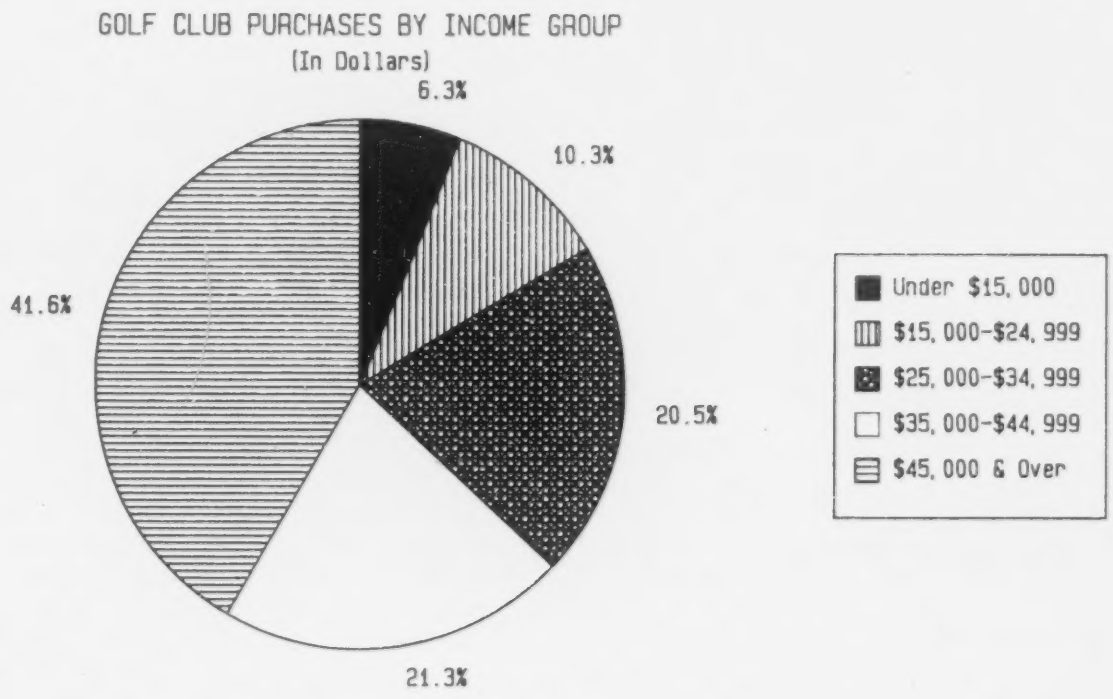
1976-79 projections based on family households; 1980-85 based on all households.

GOLF EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Dollars	
Clubs (Individual)	10,642	$39.77	$423,232	3%	17%	
Balls (Dozen)			179,600		15	(b)
Bags	1,800	58.52	105,336		14	(a)
Carts			21,800		10	(a)(b)
Total			$729,968		16%	

Note: 1984 sales projections for clubs and bags have been revised.



GOLF EQUIPMENT

SETS OF CLUBS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.8	$189.93
Specialty Sport Shops	14.2	332.75
Pro Shops	33.1	353.77
Discount Stores	11.7	178.30
Department Stores	8.2	*
Mail Order	2.6	*
Catalog Showroom	3.6	*
Other Outlets	12.8	214.68
Total	100.0	$268.18

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units Clubs	Dollars
1976	12.1	239.6
1977	11.0	236.2
1978	9.1	200.7
1979	8.7	216.6
1980	7.5	194.5
1981	6.5	199.9
1982	7.8	255.7
1983	10.5	368.0
1984	10.3	361.7
1985	10.6	423.2

1976-79 projections based on family households; 1980-85 based on all households.

GOLF BAGS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.2	$59.08
Specialty Sport Shops	17.2	58.51
Pro Shops	25.5	73.86
Discount Stores	18.1	49.00
Department Stores	11.0	42.12
Mail Order	2.2	*
Catalog Showroom	3.5	*
Other Outlets	5.3	*
Total	100.0	$58.52

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.4	43.2
1977	1.1	36.2
1978	1.0	34.2
1979	N.A.	38.3 (e)
1980	N.A.	42.1 (e)
1981	N.A.	52.3 (e)
1982	1.3	62.7
1983	N.A.	81.5 (e)
1984	N.A.	92.4 (e)
1985	1.8	105.3

1976-79 projections based on family households; 1980-85 based on all households.

ICE SKATES AND HOCKEY EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Hockey Skates	479	$77.08	$36,921		-6%	(a)
Hockey Sticks			14,800		-6	(b)
Figure Skates			33,500		-2	(a)(b)
Total			$85,221		-4%	

HOCKEY SKATES

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	40.4	*
Specialty Sport Shops	19.2	*
Pro Shops	6.4	*
Discount Stores	14.9	*
Department Stores	10.6	*
Mail Order	--	--
Catalog Showroom	--	--
Other Outlets	8.5	*
Total	100.0	$77.08

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	0.7	20.9	
1977	0.7	22.1	
1978	0.5	20.6	
1979	0.4	17.9	
1980	0.7	33.8	
1981	0.6	31.2	
1982	N.A.	31.2	(e)
1983	0.5	34.1	
1984	N.A.	39.2	(e)
1985	0.5	36.9	

1976-79 projections based on family households; 1980-85 based on all households.

OPTICS

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Sunglasses-(Non-Prescription)	20,607	$14.99	$308,899		5%	(a)
Total			$308,899		5%	

SUNGLASSES (NON-PRESCRIPTION)

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.2	$24.38
Specialty Sport Shops	3.5	33.75
Pro Shops	0.3	*
Discount Stores	30.8	9.05
Department Stores	23.1	15.75
Mail Order	2.3	17.81
Catalog Showroom	0.9	*
Other Outlets	33.9	16.10
Total	100.0	$14.99

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	N.A.	
1981	N.A.	N.A.	
1982	N.A.	N.A.	
1983	N.A.	N.A.	
1984	N.A.	294.2	(e)
1985	20.6	308.9	

1976-79 projections based on family households; 1980-85 based on all households.

RACQUETBALL EQUIPMENT

1985 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Dollars	
Racquets	1,213	$36.28	$44,008	-6%	-11%	
Balls (Can of 2)			20,500		-5	(a)(b)
Total			$64,508		-9%	

RACQUETBALL RACQUETS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	34.6	$36.04
Specialty Sport Shops	7.7	*
Pro Shops	4.6	*
Discount Stores	26.2	29.65
Department Stores	12.3	*
Mail Order	4.6	*
Catalog Showroom	6.2	*
Other Outlets	3.8	*
Total	100.0	$36.28

1976-1985 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	0.8	14.1
1977	1.9	34.3
1978	2.7	50.7
1979	4.0	82.5
1980	2.8	65.8
1981	2.6	69.8
1982	1.8	49.5
1983	1.6	51.9
1984	1.3	49.5
1985	1.2	44.0

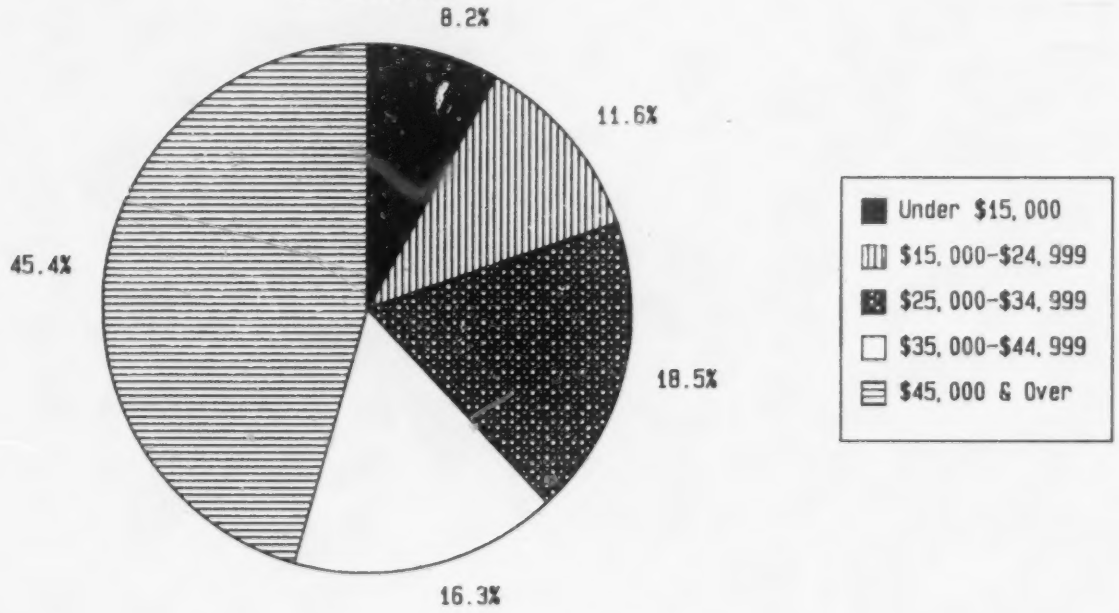
1976-79 projections based on family households; 1980-85 based on all households.

SNOW SKIING EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Dollars	
Cross-Country						
Skis	459	$120.25	$ 55,195	8%	23%	
Boots			40,100		12	(a)(b)
Bindings			18,800		50	(a)(b)
Poles			16,400		40	(a)(b)
Total Cross-Country			$130,495		25%	
Downhill						
Skis	948	$196.34	$186,130	9%	22%	
Boots			185,000		15	(a)(b)
Bindings			74,600		10	(a)(b)
Poles			16,800		10	(a)(b)
Total Downhill			$462,530		16%	
Total			$593,025		18%	

DOWNHILL SKI PURCHASES BY INCOME GROUP
(In Dollars)



SNOW SKIING EQUIPMENT

CROSS-COUNTRY SKIS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	53.7	$116.14
Specialty Sport Shops	26.9	*
Pro Shops	1.5	*
Discount Stores	3.0	*
Department Stores	4.5	*
Mail Order	--	--
Catalog Showroom	1.5	*
Other Outlets	8.9	*
Total	100.0	$120.25

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	(Combined with Downhill)	
1977	(Combined with Downhill)	
1978	0.9	59.6
1979	0.9	70.6
1980	0.6	48.0
1981	0.4	35.3
1982	0.4	35.4
1983	0.4	37.0
1984	0.4	44.8
1985	0.5	55.2

1976-79 projections based on family households; 1980-85 based on all households.

DOWNHILL SKIS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	43.5	$181.78
Specialty Sport Shops	31.5	280.51
Pro Shops	6.5	*
Discount Stores	1.6	*
Department Stores	3.2	*
Mail Order	1.6	*
Catalog Showroom	0.8	*
Other Outlets	11.3	*
Total	100.0	$196.34

**Includes cross-country skis.

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.2	139.5 **
1977	1.4	151.2 **
1978	1.0	120.0
1979	0.9	119.1
1980	0.7	117.6
1981	0.6	91.6
1982	0.6	96.2
1983	0.7	115.6
1984	0.9	153.2
1985	0.9	186.1

1976-79 projections based on family households; 1980-85 based on all households.

SOCCER EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars
Balls	1,991	$13.92	$27,715	-16%	-17%
Total			$27,715		-17%

SOCCER BALLS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	25.8	$17.27
Specialty Sport Shops	7.7	*
Pro Shops	--	--
Discount Stores	37.3	11.63
Department Stores	12.5	12.48
Mail Order	1.7	*
Catalog Showroom	3.4	*
Other Outlets	11.6	11.41
Total	100.0	$13.92

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.4	13.8
1978	1.9	21.8
1979	2.1	24.1
1980	2.6	29.4
1981	2.2	28.3
1982	2.2	32.0
1983	2.1	30.4
1984	2.4	33.5
1985	2.0	27.7

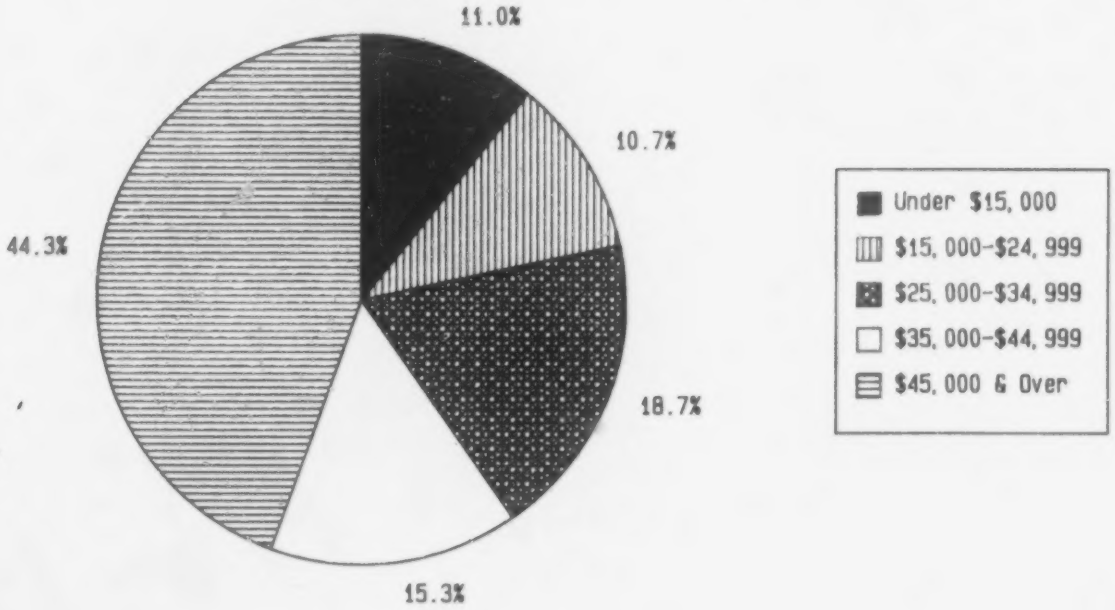
1976-79 projections based on family households; 1980-85 based on all households.

TENNIS EQUIPMENT

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Dollars	
Tennis Rackets	2,476	$64.75	$160,321	-7%	-14%	
Tennis Balls- (Cans of 3-4)	38,336	2.95	113,091		-12	(a)
Total			$273,412		-13%	

TENNIS BALL PURCHASES BY INCOME GROUP
(In Dollars)



TENNIS EQUIPMENT

TENNIS RACKETS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	30.5	$75.25
Specialty Sport Shops	10.0	90.83
Pro Shops	8.0	*
Discount Stores	23.0	35.96
Department Stores	11.3	42.74
Mail Order	7.1	*
Catalog Showroom	3.8	*
Other Outlets	6.3	*
Total	100.0	$64.75

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	8.6	183.7
1977	8.3	174.7
1978	4.9	137.0
1979	4.1	125.4
1980	3.4	121.8
1981	3.0	131.6
1982	3.0	157.4
1983	3.0	170.1
1984	2.7	185.9
1985	2.5	160.3

1976-79 projections based on family households; 1980-85 based on all households.

TENNIS BALLS (CANS OF 3-4)

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.8	$3.31
Specialty Sport Shops	2.4	*
Pro Shops	2.4	*
Discount Stores	53.0	2.81
Department Stores	13.0	3.12
Mail Order	--	--
Catalog Showroom	3.9	*
Other Outlets	7.5	*
Total	100.0	$2.95

1976-1985 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	55.0	131.5
1977	57.0	137.3
1978	47.3	115.4
1979	46.4	114.9
1980	N.A.	115.0 (e)
1981	49.8	121.9
1982	N.A.	119.3 (e)
1983	43.4	122.8
1984	N.A.	129.0 (e)
1985	38.3	113.1

1976-79 projections based on family households; 1980-85 based on all households.

VOLLEYBALLS AND BADMINTON SETS

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars	
Badminton Sets	724	$15.20	$11,005		-%	(a)
Volleyballs			16,800		5	(a)(b)
Total			$27,805		3%	

BADMINTON SETS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.3	*
Specialty Sport Shops	1.0	*
Pro Shops	--	--
Discount Stores	57.7	$13.38
Department Stores	13.4	*
Mail Order	3.1	*
Catalog Showroom	4.1	*
Other Outlets	11.4	*
Total	100.0	$15.20

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	2.6	21.9	
1977	N.A.	23.0	(e)
1978	N.A.	24.0	(e)
1979	1.7	16.7	
1980	N.A.	N.A.	
1981	N.A.	14.5	(e)
1982	N.A.	13.5	(e)
1983	N.A.	N.A.	
1984	N.A.	11.0	(e)
1985	0.7	11.0	

1976-79 projections based on family households; 1980-85 based on all households.

WATER SKIS

1985 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1984 Units	Percent Change vs. 1984 Dollars
Water Skis	1,003	$124.65	$125,024		-14% (a)
Total			$125,024		-14%

WATER SKIS

1985 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	23.5	*
Specialty Sport Shops	19.6	*
Pro Shops	2.0	*
Discount Stores	17.7	*
Department Stores	7.8	*
Mail Order	5.9	*
Catalog Showroom	7.8	*
Other Outlets	15.7	*
Total	100.0	$124.65

1976-1985 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	N.A.	87.0 (e)
1977	1.5	110.0
1978	1.5	122.6
1979	1.2	123.3
1980	N.A.	123.0 (e)
1981	1.1	123.0
1982	N.A.	106.0 (e)
1983	1.0	132.7
1984	N.A.	146.0 (e)
1985	1.0	125.0

1976-79 projections based on family households; 1980-85 based on all households.

WORLD SPORTS EXPO '87

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October 9-11, 1987
McCormick Place
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over 45,000 attendees

more than 1,500 exhibitors

ANAHEIM '87

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September 18-20, 1987
Anaheim Convention Center
Anaheim, California

over 25,000 attendees

more than 925 exhibitors

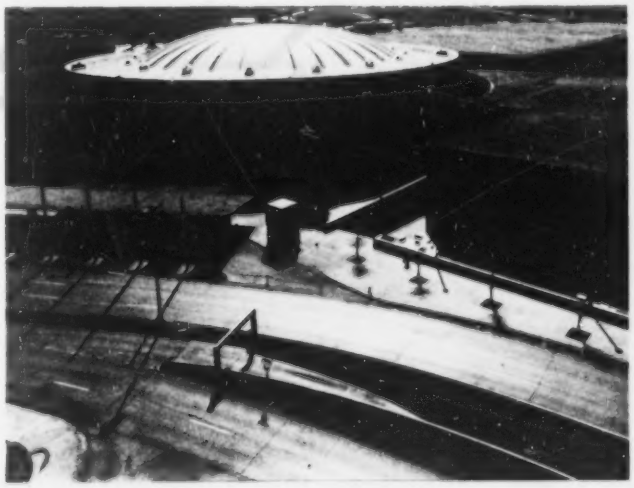
DALLAS '87

2nd NSGA Spring Market

February 19-21, 1987
Dallas Convention Center
Dallas, Texas

over 20,000 attendees

more than 450 exhibitors



DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The geographic regions referred to are shown on the map below.

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

		Athletic & Sport		
	Total U.S. Households	Bathing Suits	Golf Clothing	Body Suits
Age of User	%	%	%	%
Under 14	20.3	9.4	0.3	10.8
14 to 17	6.2	9.6	0.7	5.5
18 to 24	12.4	14.2	2.3	13.6
25 to 34	17.4	30.1	18.1	40.8
35 to 44	13.0	16.7	20.6	19.3
45 to 64	18.9	16.3	46.1	9.1
65 & Older	11.8	3.7	11.9	0.9
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	20.4	75.7	5.1
Female	51.3	79.6	24.3	94.9
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	16.8	6.3	17.9
$15,000 - $24,999	20.7	16.9	9.8	20.6
$25,000 - $34,999	17.8	19.7	17.7	20.3
$35,000 - $44,999	12.1	15.2	16.3	12.7
$45,000 & Over	17.5	31.4	49.9	28.5
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	5.9	3.9	2.8
High School	30.3	21.0	10.4	18.4
Some College	25.6	27.3	31.2	30.4
College Graduate	29.5	45.8	54.5	48.4
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	5.2	5.5	3.7
Middle Atlantic	15.9	18.3	12.7	11.1
East North Central	17.5	14.7	26.9	18.0
West North Central	7.5	5.7	6.5	4.0
South Atlantic	17.0	18.6	19.0	19.6
East South Central	6.4	5.2	3.4	4.9
West South Central	10.8	11.8	7.6	10.2
Mountain	5.4	4.8	5.1	7.9
Pacific	14.1	15.7	13.3	20.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	Clothing---------		-----Footwear-----	
	Skiwear	Warm-up Suits	Aerobic Shoes	Baseball Shoes
Age of User	%	%	%	%
Under 14	5.9	7.3	5.5	31.0
14 to 17	13.3	7.1	6.5	19.9
18 to 24	15.1	13.9	16.7	14.8
25 to 34	35.0	27.9	35.7	22.9
35 to 44	17.8	17.9	23.5	8.7
45 to 64	12.9	22.3	10.2	2.7
65 & Older	--	3.6	1.9	--
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	56.9	49.5	8.9	88.4
Female	43.1	50.5	91.1	11.6
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	12.4	14.8	16.2	17.3
$15,000 - $24,999	7.8	17.3	16.9	17.7
$25,000 - $34,999	15.0	18.0	18.3	21.7
$35,000 - $44,999	17.8	15.2	17.6	19.4
$45,000 & Over	47.0	34.7	31.0	23.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	3.0	5.6	4.6	9.4
High School	13.0	20.7	20.4	31.4
Some College	27.9	30.6	28.6	24.1
College Graduate	56.1	43.1	46.4	35.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	10.2	4.5	5.8	2.6
Middle Atlantic	19.1	16.5	16.0	12.9
East North Central	17.0	17.8	13.1	18.6
West North Central	4.6	5.9	7.0	7.4
South Atlantic	6.7	16.8	13.6	16.0
East South Central	2.2	5.4	7.0	7.2
West South Central	6.0	10.8	11.2	15.3
Mountain	8.1	5.5	6.2	6.3
Pacific	26.1	16.8	20.1	13.7
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	Total U.S. Households	--Athletic & Sport Footwear-- Basket -ball Shoes	Golf Shoes	Gym Shoes/ Sneakers
Age of User	%	%	%	%
Under 14	20.3	18.2	0.8	31.8
14 to 17	6.2	30.5	1.1	20.1
18 to 24	12.4	24.0	4.1	13.9
25 to 34	17.4	22.3	20.6	15.4
35 to 44	13.0	3.7	18.7	6.7
45 to 64	18.9	1.1	36.6	9.3
65 & Older	11.8	0.2	18.1	2.8
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	86.4	81.6	63.9
Female	51.3	13.6	18.4	36.1
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	17.4	8.6	21.2
$15,000 - $24,999	20.7	16.7	13.9	16.5
$25,000 - $34,999	17.8	22.0	15.8	21.2
$35,000 - $44,999	12.1	19.8	15.7	15.8
$45,000 & Over	17.5	24.1	46.0	25.3
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	5.2	2.9	9.2
High School	30.3	25.4	18.9	29.9
Some College	25.6	31.7	35.3	27.2
College Graduate	29.5	37.7	42.9	33.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	7.9	8.1	6.6
Middle Atlantic	15.9	15.7	12.2	25.6
East North Central	17.5	21.4	19.8	17.5
West North Central	7.5	10.1	6.5	5.7
South Atlantic	17.0	12.4	16.1	15.5
East South Central	6.4	6.4	4.4	5.2
West South Central	10.8	9.5	10.9	8.3
Mountain	5.4	4.8	5.9	5.3
Pacific	14.1	11.8	16.1	10.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	------Athletic & Sport Footwear------			
	Hiking Shoes	Jogging/ Running Shoes	Racquet -ball Shoes	Soccer Shoes
Age of User	%	%	%	%
Under 14	3.6	7.2	0.9	46.1
14 to 17	5.0	9.2	1.7	30.2
18 to 24	11.2	12.1	15.9	12.3
25 to 34	27.6	28.1	50.6	5.1
35 to 44	19.1	20.6	19.3	5.3
45 to 64	22.6	17.9	11.2	0.7
65 & Older	10.9	4.9	0.4	0.3
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	69.8	61.6	77.5	78.5
Female	30.2	38.4	22.5	21.5
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	18.3	14.1	13.5	11.3
$15,000 - $24,999	16.1	17.7	16.2	11.0
$25,000 - $34,999	19.5	19.6	22.6	19.7
$35,000 - $44,999	11.9	17.1	17.0	19.8
$45,000 & Over	34.2	31.5	30.7	38.2
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	10.9	5.3	2.4	3.0
High School	16.6	20.1	13.7	19.1
Some College	21.5	26.0	30.8	30.6
College Graduate	51.0	48.6	53.1	47.3
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	6.7	7.1	9.4	6.6
Middle Atlantic	16.0	17.6	10.3	16.3
East North Central	15.4	13.8	14.6	14.8
West North Central	7.8	6.9	5.8	4.9
South Atlantic	11.0	15.0	12.6	16.2
East South Central	6.6	5.9	3.5	4.5
West South Central	8.7	9.7	16.6	9.9
Mountain	8.3	6.7	8.2	6.5
Pacific	19.5	17.3	19.0	20.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	Total U.S. Households	Tennis Shoes	Baseball Gloves	Basket-balls
Age of User	%	%	%	%
Under 14	20.3	15.8	29.1	40.0
14 to 17	6.2	14.1	12.5	17.0
18 to 24	12.4	15.9	12.0	14.3
25 to 34	17.4	25.6	21.6	15.8
35 to 44	13.0	12.1	10.7	4.0
45 to 64	18.9	12.8	2.4	2.9
65 & Older	11.8	3.7	0.8	0.8
Multiple Ages Reported	--	--	10.9	5.2
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	62.7	79.1	83.1
Female	51.3	37.3	16.1	14.1
Household Use	--	--	4.8	2.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	20.0	15.7	22.9
$15,000 - $24,999	20.7	18.4	21.2	18.1
$25,000 - $34,999	17.8	18.2	21.7	19.2
$35,000 - $44,999	12.1	14.9	15.5	15.6
$45,000 & Over	17.5	28.5	25.9	24.2
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	7.7	8.3	6.0
High School	30.3	25.7	24.5	32.1
Some College	25.6	26.7	26.5	27.0
College Graduate	29.5	39.9	40.7	34.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	2.7	5.7	5.4
Middle Atlantic	15.9	8.0	14.6	15.8
East North Central	17.5	15.8	16.6	17.2
West North Central	7.5	7.8	7.9	7.8
South Atlantic	17.0	19.5	13.9	19.4
East South Central	6.4	7.7	5.3	6.6
West South Central	10.8	14.7	15.0	10.6
Mountain	5.4	6.7	6.2	5.3
Pacific	14.1	17.1	14.8	11.9
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	Bicycles 10-12-15+ -speed	Billiard/ Pool Tables	Bowling Balls	Backpacks
Age of User	%	%	%	%
Under 14	21.6	--	3.9	19.6
14 to 17	9.6	--	5.7	9.8
18 to 24	13.2	8.1	10.8	17.1
25 to 34	20.8	24.2	20.3	21.4
35 to 44	12.5	52.1	20.9	11.8
45 to 64	5.7	13.9	18.7	4.0
65 & Older	0.8	--	6.4	1.0
Multiple Ages Reported	15.8	1.7	13.3	15.3
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	53.8	97.8	51.6	61.8
Female	30.4	2.2	33.9	27.3
Household Use	15.8	--	14.5	10.9
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	22.0	10.9	18.6	20.9
$15,000 - $24,999	17.2	8.9	16.8	17.7
$25,000 - $34,999	18.4	4.8	24.6	21.0
$35,000 - $44,999	13.3	40.8	17.3	10.5
$45,000 & Over	29.1	34.6	22.7	29.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	8.6	17.0	11.0	5.2
High School	21.8	14.9	37.2	20.5
Some College	27.0	47.6	26.9	32.1
College Graduate	42.6	20.5	24.9	42.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	7.8	11.9	1.6	7.7
Middle Atlantic	13.6	32.1	15.0	14.6
East North Central	22.2	12.7	25.8	11.0
West North Central	8.1	2.0	6.6	7.6
South Atlantic	14.3	12.7	12.7	8.9
East South Central	2.6	--	3.8	3.2
West South Central	9.0	19.2	11.5	8.0
Mountain	7.4	--	9.4	12.6
Pacific	15.0	9.4	13.6	26.4
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

		------Camping Equipment-----		
	Total U.S. Households	Sleeping Bags	Slumber Bags	-Tents- 1-2 Persons
Age of User	%	%	%	%
Under 14	20.3	18.5	51.6	11.3
14 to 17	6.2	4.5	3.1	7.5
18 to 24	12.4	12.9	3.5	17.8
25 to 34	17.4	24.4	12.2	33.7
35 to 44	13.0	11.5	2.7	12.6
45 to 64	18.9	10.9	2.8	10.4
65 & Older	11.8	0.7	--	--
Multiple Ages Reported	--	16.6	24.1	6.7
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	49.2	41.6	70.2
Female	51.3	29.7	41.7	20.2
Household Use	--	21.1	16.7	9.6
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	20.8	24.3	23.3
$15,000 - $24,999	20.7	18.9	20.7	16.7
$25,000 - $34,999	17.8	15.9	24.4	11.2
$35,000 - $44,999	12.1	13.7	15.3	14.1
$45,000 & Over	17.5	30.7	15.3	34.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	6.3	13.7	5.9
High School	30.3	22.5	22.9	17.7
Some College	25.6	31.7	36.0	35.7
College Graduate	29.5	39.5	27.4	40.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	6.8	0.9	6.6
Middle Atlantic	15.9	10.1	21.0	9.4
East North Central	17.5	16.6	15.5	15.8
West North Central	7.5	9.8	10.4	9.9
South Atlantic	17.0	10.6	13.7	9.2
East South Central	6.4	4.1	4.0	3.7
West South Central	10.8	6.5	14.5	7.1
Mountain	5.4	10.0	4.7	14.3
Pacific	14.1	25.5	15.3	24.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

		-----Exercise Equipment-------		
	Tents- 3 or More Person	Barbells/ Weight Sets	Hand/Wrist /Ankle Weights	Multi- Purpose Home Gyms
Age of User	%	%	%	%
Under 14	5.2	7.3	2.5	0.8
14 to 17	4.2	14.6	7.3	4.4
18 to 24	9.2	18.8	15.5	8.6
25 to 34	39.6	30.6	34.4	39.6
35 to 44	17.5	17.7	24.3	16.2
45 to 64	10.7	7.7	13.6	16.4
65 & Older	0.4	2.2	1.2	5.8
Multiple Ages Reported	13.2	1.1	1.2	8.2
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	59.5	83.8	33.8	62.7
Female	20.7	15.8	64.1	29.3
Household Use	19.8	0.4	2.1	8.0
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	19.8	13.6	23.7	16.4
$15,000 - $24,999	21.1	23.2	18.9	9.6
$25,000 - $34,999	19.1	21.5	15.4	22.3
$35,000 - $44,999	18.7	13.2	15.7	16.3
$45,000 & Over	21.3	28.5	26.3	35.4
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	7.3	5.1	6.1	2.8
High School	25.1	29.4	19.5	22.9
Some College	34.4	29.4	30.9	33.1
College Graduate	33.2	36.1	43.5	41.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	3.0	6.5	4.3	7.2
Middle Atlantic	13.6	17.4	15.7	8.5
East North Central	15.4	19.5	16.6	10.0
West North Central	8.4	3.0	5.5	6.3
South Atlantic	9.1	16.2	15.1	14.9
East South Central	8.2	4.1	5.2	5.2
West South Central	10.4	12.7	12.3	16.7
Mountain	12.3	4.6	6.8	8.0
Pacific	19.6	16.0	18.5	23.2
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

		-----Exercise Equipment-----		
	Total U.S. Households	Rowing Machines	Stationary Exercise Bicycles	Weight Benches
Age of User	%	%	%	%
Under 14	20.3	0.8	0.4	7.5
14 to 17	6.2	1.3	0.5	25.3
18 to 24	12.4	5.4	4.6	21.6
25 to 34	17.4	30.0	20.0	27.0
35 to 44	13.0	28.2	22.7	8.7
45 to 64	18.9	21.2	30.7	4.9
65 & Older	11.8	5.5	16.1	--
Multiple Ages Reported	--	7.6	5.0	5.0
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	56.2	31.5	88.5
Female	51.3	32.2	59.6	9.8
Household Use	--	11.6	8.9	1.7
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	12.9	20.0	18.4
$15,000 - $24,999	20.7	13.3	14.3	18.1
$25,000 - $34,999	17.8	19.2	18.0	19.3
$35,000 - $44,999	12.1	10.2	16.2	18.8
$45,000 & Over	17.5	44.4	31.5	25.4
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	3.6	8.9	10.7
High School	30.3	22.2	29.7	33.7
Some College	25.6	24.3	22.5	27.8
College Graduate	29.5	49.9	38.9	27.8
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	7.3	7.5	4.3
Middle Atlantic	15.9	14.4	18.8	17.4
East North Central	17.5	17.4	20.8	26.6
West North Central	7.5	5.4	7.1	4.6
South Atlantic	17.0	11.9	12.6	12.6
East South Central	6.4	2.1	5.3	6.8
West South Central	10.8	10.7	9.7	10.3
Mountain	5.4	6.3	4.7	1.9
Pacific	14.1	24.5	13.5	15.5
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	-----Firearms & Hunting-----			-Fishing-
	Folding Lockback Knives	Rifles	Shotguns	Reels-Separate
Age of User	%	%	%	%
Under 14	7.5	1.8	4.1	3.3
14 to 17	5.9	6.0	10.3	3.9
18 to 24	9.5	8.4	17.4	7.8
25 to 34	36.3	35.1	25.0	27.6
35 to 44	22.5	24.1	20.1	21.7
45 to 64	15.0	20.2	16.6	21.6
65 & Older	2.0	3.1	6.3	8.6
Multiple Ages Reported	1.3	1.3	0.2	5.5
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	92.4	95.1	95.4	84.7
Female	6.7	4.9	3.5	10.8
Household Use	0.9	--	1.1	4.5
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	25.1	28.3	20.8	21.5
$15,000 - $24,999	20.7	15.9	21.0	19.8
$25,000 - $34,999	19.2	21.4	19.2	19.3
$35,000 - $44,999	14.3	18.9	13.3	16.3
$45,000 & Over	20.7	15.5	25.7	23.1
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.1	9.7	11.8	13.1
High School	27.1	30.1	25.0	33.5
Some College	29.2	34.9	34.5	27.1
College Graduate	32.6	25.3	28.7	26.3
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.0	5.3	2.4	2.9
Middle Atlantic	12.9	12.6	13.2	11.0
East North Central	14.0	8.6	16.0	18.6
West North Central	6.6	12.9	12.6	7.9
South Atlantic	18.7	16.0	17.3	13.9
East South Central	7.4	6.4	8.4	8.3
West South Central	12.8	14.0	15.6	15.5
Mountain	6.7	15.3	7.5	8.1
Pacific	15.9	8.9	7.0	13.8
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

		--Fishing---	-----Golf-----	
	Total U.S. Households	Rod-Reel Combinations	Golf Bags	Golf Clubs
Age of User	%	%	%	%
Under 14	20.3	7.6	1.6	1.5
14 to 17	6.2	4.5	1.7	1.7
18 to 24	12.4	7.1	5.8	12.1
25 to 34	17.4	25.0	20.9	24.7
35 to 44	13.0	18.4	30.2	20.6
45 to 64	18.9	24.0	24.6	23.8
65 & Older	11.8	7.7	11.2	13.0
Multiple Ages Reported	--	5.7	4.0	2.6
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	82.9	75.9	79.2
Female	51.3	11.5	14.7	12.5
Household Use	--	5.6	9.4	8.3
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	21.5	5.0	6.3
$15,000 - $24,999	20.7	22.2	12.4	10.3
$25,000 - $34,999	17.8	17.4	17.3	20.5
$35,000 - $44,999	12.1	15.1	23.5	21.3
$45,000 & Over	17.5	23.8	41.8	41.6
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	13.0	4.1	2.1
High School	30.3	30.4	19.4	21.7
Some College	25.6	29.8	31.0	29.7
College Graduate	29.5	26.8	45.5	46.5
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	5.5	6.6	5.9
Middle Atlantic	15.9	12.9	14.8	16.1
East North Central	17.5	16.7	20.3	22.4
West North Central	7.5	8.0	6.8	7.5
South Atlantic	17.0	18.3	13.6	13.1
East South Central	6.4	6.3	4.0	5.7
West South Central	10.8	12.8	14.2	10.1
Mountain	5.4	5.7	9.9	9.9
Pacific	14.1	13.8	9.8	9.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	Hockey Skates	Sunglasses	Racquet-ball Racquets	Cross-Country Skis
Age of User	%	%	%	%
Under 14	23.2	1.9	1.6	4.5
14 to 17	25.2	4.2	2.1	9.7
18 to 24	11.7	13.6	19.3	11.7
25 to 34	16.2	36.2	55.6	23.9
35 to 44	13.4	20.9	12.2	6.7
45 to 64	2.6	12.8	3.3	12.9
65 & Older	2.9	1.7	--	0.7
Multiple Ages Reported	4.8	8.7	5.9	29.9
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	82.7	47.1	74.6	43.1
Female	17.3	41.9	17.1	34.1
Household Use	--	11.0	8.3	22.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	19.4	17.9	8.0	11.4
$15,000 - $24,999	7.6	17.1	18.1	11.0
$25,000 - $34,999	21.0	19.6	20.4	20.7
$35,000 - $44,999	13.1	15.6	19.7	12.0
$45,000 & Over	38.9	29.8	33.8	44.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	1.4	6.0	4.7	--
High School	22.0	21.1	10.3	10.7
Some College	20.5	29.8	29.2	21.7
College Graduate	56.1	43.1	55.8	67.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	32.6	6.0	6.3	18.4
Middle Atlantic	19.7	16.5	23.5	19.4
East North Central	21.7	15.3	17.2	38.6
West North Central	9.5	7.4	7.2	2.4
South Atlantic	5.4	13.7	13.4	2.8
East South Central	--	4.2	4.3	2.6
West South Central	5.0	12.1	12.8	1.0
Mountain	0.7	6.2	5.8	5.0
Pacific	5.4	18.6	9.5	9.8
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	Total U.S. Households	Downhill Skis	Soccer Balls	Tennis Balls Cans of 3-4
Age of User	%	%	%	%
Under 14	20.3	2.4	57.2	3.2
14 to 17	6.2	19.8	13.2	9.1
18 to 24	12.4	18.4	6.3	10.1
25 to 34	17.4	28.8	6.9	30.1
35 to 44	13.0	13.5	1.4	19.2
45 to 64	18.9	5.9	2.2	17.5
65 & Older	11.8	0.2	1.3	4.1
Multiple Ages Reported	--	11.0	11.5	6.7
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	62.1	70.2	63.4
Female	51.3	29.6	25.4	27.4
Household Use	--	8.3	4.4	9.2
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	8.2	14.8	11.0
$15,000 - $24,999	20.7	11.6	15.8	10.7
$25,000 - $34,999	17.8	18.5	20.5	18.7
$35,000 - $44,999	12.1	16.3	24.6	15.3
$45,000 & Over	17.5	45.4	24.3	44.3
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	1.1	4.0	2.6
High School	30.3	14.7	24.3	8.7
Some College	25.6	26.5	27.0	20.2
College Graduate	29.5	57.7	44.7	68.5
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	13.5	4.3	5.5
Middle Atlantic	15.9	21.3	17.7	16.3
East North Central	17.5	16.9	12.4	12.4
West North Central	7.5	6.3	10.0	4.9
South Atlantic	17.0	5.5	15.5	21.9
East South Central	6.4	0.8	6.5	6.0
West South Central	10.8	1.8	12.9	12.4
Mountain	5.4	7.8	5.5	6.0
Pacific	14.1	26.1	15.2	14.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1985 CONSUMER PURCHASES

	Tennis Rackets	Badminton Sets	Water Skis
Age of User	%	%	%
Under 14	3.6	14.3	4.2
14 to 17	16.3	3.3	10.4
18 to 24	13.6	12.6	22.3
25 to 34	23.7	27.1	21.4
35 to 44	19.5	16.6	20.1
45 to 64	15.0	7.1	2.4
65 & Older	2.3	1.8	3.7
Multiple Ages Reported	6.0	17.2	15.5
Total	100.0	100.0	100.0
Sex of User			
Male	64.9	42.7	69.9
Female	30.1	41.0	9.9
Household Use	5.0	16.3	20.2
Total	100.0	100.0	100.0
Annual Household Income			
Under $15,000	13.0	20.1	11.5
$15,000 - $24,999	9.3	20.6	11.4
$25,000 - $34,999	17.1	26.8	27.2
$35,000 - $44,999	15.8	10.0	7.5
$45,000 & Over	44.8	22.5	42.4
Total	100.0	100.0	100.0
Education of Head of Household			
Less than High School	4.0	7.3	11.3
High School	8.9	26.1	13.5
Some College	20.8	32.2	33.3
College Graduate	66.3	34.4	41.9
Total	100.0	100.0	100.0
Geographic Region			
New England	6.2	8.1	2.9
Middle Atlantic	19.9	16.0	13.8
East North Central	9.8	12.4	10.1
West North Central	4.9	7.2	11.6
South Atlantic	20.7	14.5	21.4
East South Central	4.2	4.0	4.4
West South Central	9.6	9.8	14.0
Mountain	7.2	8.0	3.1
Pacific	17.5	20.0	18.7
Total	100.0	100.0	100.0

REGIONAL SHARES OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.

REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND		MIDDLE ATLANTIC	
Percent of U.S. Households	5.4%	Percent of U.S. Households	15.9%
Hockey Skates	32.6	Billiard/Pool Tables	32.1
Cross-Country Skis	18.4	Gym Shoes/Sneakers	25.6
Downhill Skis	13.5	Racquetball Racquets	23.5
Billiard/Pool Tables	11.9	Downhill Skis	21.3
Skiwear	10.2	Slumber Bags	21.0
Racquetball Shoes	9.4	Tennis Rackets	19.9
Badminton Sets	8.1	Hockey Skates	19.7
Golf Shoes	8.1	Cross-Country Skis	19.4
Basketball Shoes	7.9	Skiwear	19.1
Bicycles (10-12-15+ Speed)	7.8	Stationary Exercise Bicycles	18.8
Backpacks	7.7	Bathing Suits	18.3
Stationary Exercise Bicycles	7.5	Soccer Balls	17.7
Rowing Machines	7.3	Jogging/Running Shoes	17.6
Multi-Purpose Home Gyms	7.2	Barbells/Weight Sets	17.4
Jogging/Running Shoes	7.1	Weight Benches	17.4
Sleeping Bags	6.8	Sunglasses	16.5
Hiking Shoes	6.7	Warm-Up Suits	16.5
Golf Bags	6.6	Soccer Shoes	16.3
Gym Shoes/Sneakers	6.6	Tennis Balls (Cans of 3-4)	16.3
Soccer Shoes	6.6	Golf Clubs	16.1
Tents (1-2 Persons)	6.6	Aerobic Shoes	16.0
Barbells/Weight Sets	6.5	Badminton Sets	16.0
Racquetball Racquets	6.3	Hiking Shoes	16.0
Tennis Rackets	6.2	Basketballs	15.8
Sunglasses	6.0	Basketball Shoes	15.7
Golf Clubs	5.9	Hand/Wrist/Ankle Weights	15.7
Aerobic Shoes	5.8	Bowling Balls	15.0
Baseball Gloves	5.7	Golf Bags	14.8
Golf Clothing	5.5	Backpacks	14.6
Rod-Reel Combinations	5.5	Baseball Gloves	14.6
Tennis Balls (Cans of 3-4)	5.5	Rowing Machines	14.4
Basketballs	5.4	Water Skis	13.8
Rifles	5.3	Bicycles (10-12-15+ Speed)	13.6
Bathing Suits	5.2	Tents (3 or More Person)	13.6
Folding Lockback Knives	5.0	Shotguns	13.2
Warm-Up Suits	4.5	Baseball Shoes	12.9
Hand/Wrist/Ankle Weights	4.3	Folding Lockback Knives	12.9
Soccer Balls	4.3	Rod-Reel Combinations	12.9
Weight Benches	4.3	Golf Clothing	12.7
Leotards/Body Suits	3.7	Rifles	12.6
Tents (3 or More Person)	3.0	Golf Shoes	12.2
Reels (Separate)	2.9	Leotards/Body Suits	11.1
Water Skis	2.9	Reels (Separate)	11.0
Tennis Shoes	2.7	Racquetball Shoes	10.3
Baseball Shoes	2.6	Sleeping Bags	10.1
Shotguns	2.4	Tents (1-2 Persons)	9.4
Bowling Balls	1.6	Multi-Purpose Home Gyms	8.5
Slumber Bags	0.9	Tennis Shoes	8.0

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL	
Percent of U.S. Households	17.5%
Cross-Country Skis	38.6
Golf Clothing	26.9
Weight Benches	26.6
Bowling Balls	25.8
Golf Clubs	22.4
Bicycles (10-12-15+ Speed)	22.2
Hockey Skates	21.7
Basketball Shoes	21.4
Stationary Exercise Bicycles	20.8
Golf Bags	20.3
Golf Shoes	19.8
Barbells/Weight Sets	19.5
Baseball Shoes	18.6
Reels (Separate)	18.6
Leotards/Body Suits	18.0
Warm-Up Suits	17.8
Gym Shoes/Sneakers	17.5
Rowing Machines	17.4
Basketballs	17.2
Racquetball Racquets	17.2
Skiwear	17.0
Downhill Skis	16.9
Rod-Reel Combinations	16.7
Baseball Gloves	16.6
Hand/Wrist/Ankle Weights	16.6
Sleeping Bags	16.6
Shotguns	16.0
Tennis Shoes	15.8
Tents (1-2 Persons)	15.8
Slumber Bags	15.5
Hiking Shoes	15.4
Tents (3 or More Person)	15.4
Sunglasses	15.3
Soccer Shoes	14.8
Bathing Suits	14.7
Racquetball Shoes	14.6
Folding Lockback Knives	14.0
Jogging/Running Shoes	13.8
Aerobic Shoes	13.1
Billiard/Pool Tables	12.7
Badminton Sets	12.4
Soccer Balls	12.4
Tennis Balls (Cans of 3-4)	12.4
Backpacks	11.0
Water Skis	10.1
Multi-Purpose Home Gyms	10.0
Tennis Rackets	9.8
Rifles	8.6

WEST NORTH CENTRAL	
Percent of U.S. Households	7.5%
Rifles	12.9
Shotguns	12.6
Water Skis	11.6
Slumber Bags	10.4
Basketball Shoes	10.1
Soccer Balls	10.0
Tents (1-2 Persons)	9.9
Sleeping Bags	9.8
Hockey Skates	9.5
Tents (3 or More Person)	8.4
Bicycles (10-12-15+ Speed)	8.1
Rod-Reel Combinations	8.0
Baseball Gloves	7.9
Reels (Separate)	7.9
Basketballs	7.8
Hiking Shoes	7.8
Tennis Shoes	7.8
Backpacks	7.6
Golf Clubs	7.5
Baseball Shoes	7.4
Sunglasses	7.4
Badminton Sets	7.2
Racquetball Racquets	7.2
Stationary Exercise Bicycles	7.1
Aerobic Shoes	7.0
Jogging/Running Shoes	6.9
Golf Bags	6.8
Bowling Balls	6.6
Folding Lockback Knives	6.6
Golf Clothing	6.5
Golf Shoes	6.5
Downhill Skis	6.3
Multi-Purpose Home Gyms	6.3
Warm-Up Suits	5.9
Racquetball Shoes	5.8
Bathing Suits	5.7
Gym Shoes/Sneakers	5.7
Hand/Wrist/Ankle Weights	5.5
Rowing Machines	5.4
Soccer Shoes	4.9
Tennis Balls (Cans of 3-4)	4.9
Tennis Rackets	4.9
Skiwear	4.6
Weight Benches	4.6
Leotards/Body Suits	4.0
Barbells/Weight Sets	3.0
Cross-Country Skis	2.4
Billiard/Pool Tables	2.0

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC	
Percent of U.S. Households	17.0%
Tennis Balls (Cans of 3-4)	21.9
Water Skis	21.4
Tennis Rackets	20.7
Leotards/Body Suits	19.6
Tennis Shoes	19.5
Basketballs	19.4
Golf Clothing	19.0
Folding Lockback Knives	18.7
Bathing Suits	18.6
Rod-Reel Combinations	18.3
Shotguns	17.3
Warm-Up Suits	16.8
Barbells/Weight Sets	16.2
Soccer Shoes	16.2
Golf Shoes	16.1
Baseball Shoes	16.0
Rifles	16.0
Gym Shoes/Sneakers	15.5
Soccer Balls	15.5
Hand/Wrist/Ankle Weights	15.1
Jogging/Running Shoes	15.0
Multi-Purpose Home Gyms	14.9
Badminton Sets	14.5
Bicycles (10-12-15+ Speed)	14.3
Baseball Gloves	13.9
Reels (Separate)	13.9
Slumber Bags	13.7
Sunglasses	13.7
Aerobic Shoes	13.6
Golf Bags	13.6
Racquetball Racquets	13.4
Golf Clubs	13.1
Billiard/Pool Tables	12.7
Bowling Balls	12.7
Racquetball Shoes	12.6
Stationary Exercise Bicycles	12.6
Weight Benches	12.6
Basketball Shoes	12.4
Rowing Machines	11.9
Hiking Shoes	11.0
Sleeping Bags	10.6
Tents (1-2 Persons)	9.2
Tents (3 or More Person)	9.1
Backpacks	8.9
Skiwear	6.7
Downhill Skis	5.5
Hockey Skates	5.4
Cross-Country Skis	2.8

EAST SOUTH CENTRAL	
Percent of U.S. Households	6.4%
Shotguns	8.4
Reels (Separate)	8.3
Tents (3 or More Person)	8.2
Tennis Shoes	7.7
Folding Lockback Knives	7.4
Baseball Shoes	7.2
Aerobic Shoes	7.0
Weight Benches	6.8
Basketballs	6.6
Hiking Shoes	6.6
Soccer Balls	6.5
Basketball Shoes	6.4
Rifles	6.4
Rod-Reel Combinations	6.3
Tennis Balls (Cans of 3-4)	6.0
Jogging/Running Shoes	5.9
Golf Clubs	5.7
Warm-Up Suits	5.4
Baseball Gloves	5.3
Stationary Exercise Bicycles	5.3
Bathing Suits	5.2
Gym Shoes/Sneakers	5.2
Hand/Wrist/Ankle Weights	5.2
Multi-Purpose Home Gyms	5.2
Leotards/Body Suits	4.9
Soccer Shoes	4.5
Golf Shoes	4.4
Water Skis	4.4
Racquetball Racquets	4.3
Sunglasses	4.2
Tennis Rackets	4.2
Barbells/Weight Sets	4.1
Sleeping Bags	4.1
Badminton Sets	4.0
Golf Bags	4.0
Slumber Bags	4.0
Bowling Balls	3.8
Tents (1-2 Persons)	3.7
Racquetball Shoes	3.5
Golf Clothing	3.4
Backpacks	3.2
Bicycles (10-12-15+ Speed)	2.6
Cross-Country Skis	2.6
Skiwear	2.2
Rowing Machines	2.1
Downhill Skis	0.8
Billiard/Pool Tables	--
Hockey Skates	--

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL		MOUNTAIN	
Percent of U.S. Households	10.8%	Percent of U.S. Households	5.4%
Billiard/Pool Tables	19.2	Rifles	15.3
Multi-Purpose Home Gyms	16.7	Tents (1-2 Persons)	14.3
Racquetball Shoes	16.6	Backpacks	12.6
Shotguns	15.6	Tents (3 or More Person)	12.3
Reels (Separate)	15.5	Sleeping Bags	10.0
Baseball Shoes	15.3	Golf Bags	9.9
Baseball Gloves	15.0	Golf Clubs	9.9
Tennis Shoes	14.7	Bowling Balls	9.4
Slumber Bags	14.5	Hiking Shoes	8.3
Golf Bags	14.2	Racquetball Shoes	8.2
Rifles	14.0	Reels (Separate)	8.1
Water Skis	14.0	Skiwear	8.1
Soccer Balls	12.9	Badminton Sets	8.0
Folding Lockback Knives	12.8	Multi-Purpose Home Gyms	8.0
Racquetball Racquets	12.8	Leotards/Body Suits	7.9
Rod-Reel Combinations	12.8	Downhill Skis	7.8
Barbells/Weight Sets	12.7	Shotguns	7.5
Tennis Balls (Cans of 3-4)	12.4	Bicycles (10-12-15+ Speed)	7.4
Hand/Wrist/Ankle Weights	12.3	Tennis Rackets	7.2
Sunglasses	12.1	Hand/Wrist/Ankle Weights	6.8
Bathing Suits	11.8	Folding Lockback Knives	6.7
Bowling Balls	11.5	Jogging/Running Shoes	6.7
Aerobic Shoes	11.2	Tennis Shoes	6.7
Golf Shoes	10.9	Soccer Shoes	6.5
Warm-Up Suits	10.8	Baseball Shoes	6.3
Rowing Machines	10.7	Rowing Machines	6.3
Basketballs	10.6	Aerobic Shoes	6.2
Tents (3 or More Person)	10.4	Baseball Gloves	6.2
Weight Benches	10.3	Sunglasses	6.2
Leotards/Body Suits	10.2	Tennis Balls (Cans of 3-4)	6.0
Golf Clubs	10.1	Golf Shoes	5.9
Soccer Shoes	9.9	Racquetball Racquets	5.8
Badminton Sets	9.8	Rod-Reel Combinations	5.7
Jogging/Running Shoes	9.7	Soccer Balls	5.5
Stationary Exercise Bicycles	9.7	Warm-Up Suits	5.5
Tennis Rackets	9.6	Basketballs	5.3
Basketball Shoes	9.5	Gym Shoes/Sneakers	5.3
Bicycles (10-12-15+ Speed)	9.0	Golf Clothing	5.1
Hiking Shoes	8.7	Cross-Country Skis	5.0
Gym Shoes/Sneakers	8.3	Basketball Shoes	4.8
Backpacks	8.0	Bathing Suits	4.8
Golf Clothing	7.6	Slumber Bags	4.7
Tents (1-2 Persons)	7.1	Stationary Exercise Bicycles	4.7
Sleeping Bags	6.5	Barbells/Weight Sets	4.6
Skiwear	6.0	Water Skis	3.1
Hockey Skates	5.0	Weight Benches	1.9
Downhill Skis	1.8	Hockey Skates	0.7
Cross-Country Skis	1.0	Billiard/Pool Tables	--

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	14.1%
Backpacks	26.4
Downhill Skis	26.1
Skiwear	26.1
Sleeping Bags	25.5
Rowing Machines	24.5
Tents (1-2 Persons)	24.0
Multi-Purpose Home Gyms	23.2
Leotards/Body Suits	20.6
Soccer Shoes	20.3
Aerobic Shoes	20.1
Badminton Sets	20.0
Tents (3 or More Person)	19.6
Hiking Shoes	19.5
Racquetball Shoes	19.0
Water Skis	18.7
Sunglasses	18.6
Hand/Wrist/Ankle Weights	18.5
Tennis Rackets	17.5
Jogging/Running Shoes	17.3
Tennis Shoes	17.1
Warm-Up Suits	16.8
Golf Shoes	16.1
Barbells/Weight Sets	16.0
Folding Lockback Knives	15.9
Bathing Suits	15.7
Weight Benches	15.5
Slumber Bags	15.3
Soccer Balls	15.2
Bicycles (10-12-15+ Speed)	15.0
Baseball Gloves	14.8
Tennis Balls (Cans of 3-4)	14.6
Reels (Separate)	13.8
Rod-Reel Combinations	13.8
Baseball Shoes	13.7
Bowling Balls	13.6
Stationary Exercise Bicycles	13.5
Golf Clothing	13.3
Basketballs	11.9
Basketball Shoes	11.8
Gym Shoes/Sneakers	10.3
Cross-Country Skis	9.8
Golf Bags	9.8
Racquetball Racquets	9.5
Billiard/Pool Tables	9.4
Golf Clubs	9.3
Rifles	8.9
Shotguns	7.0
Hockey Skates	5.4

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

An earlier section showed, for each product, the percentage sales breakdown by household income. The following tables present the same percentages in a different way. For each income group, the products are listed in order of percent of sales in that group.

The percentage of households in the group is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that group.

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

UNDER $15,000		$15,000 - $24,999	
Percent of U.S. Households	31.9%	Percent of U.S. Households	20.7%
Rifles	28.3	Barbells/Weight Sets	23.2
Folding Lockback Knives	25.1	Rod-Reel Combinations	22.2
Slumber Bags	24.3	Baseball Gloves	21.2
Hand/Wrist/Ankle Weights	23.7	Tents (3 or More Person)	21.1
Tents (1-2 Persons)	23.3	Shotguns	21.0
Basketballs	22.9	Folding Lockback Knives	20.7
Bicycles (10-12-15+ Speed)	22.0	Slumber Bags	20.7
Reels (Separate)	21.5	Badminton Sets	20.6
Rod-Reel Combinations	21.5	Leotards/Body Suits	20.6
Gym Shoes/Sneakers	21.2	Reels (Separate)	19.8
Backpacks	20.9	Hand/Wrist/Ankle Weights	18.9
Shotguns	20.8	Sleeping Bags	18.9
Sleeping Bags	20.8	Tennis Shoes	18.4
Badminton Sets	20.1	Basketballs	18.1
Stationary Exercise Bicycles	20.0	Racquetball Racquets	18.1
Tennis Shoes	20.0	Weight Benches	18.1
Tents (3 or More Person)	19.8	Backpacks	17.7
Hockey Skates	19.4	Baseball Shoes	17.7
Bowling Balls	18.6	Jogging/Running Shoes	17.7
Weight Benches	18.4	Warm-Up Suits	17.3
Hiking Shoes	18.3	Bicycles (10-12-15+ Speed)	17.2
Leotards/Body Suits	17.9	Sunglasses	17.1
Sunglasses	17.9	Aerobic Shoes	16.9
Basketball Shoes	17.4	Bathing Suits	16.9
Baseball Shoes	17.3	Bowling Balls	16.8
Bathing Suits	16.8	Basketball Shoes	16.7
Multi-Purpose Home Gyms	16.4	Tents (1-2 Persons)	16.7
Aerobic Shoes	16.2	Gym Shoes/Sneakers	16.5
Baseball Gloves	15.7	Racquetball Shoes	16.2
Soccer Balls	14.8	Hiking Shoes	16.1
Warm-Up Suits	14.8	Rifles	15.9
Jogging/Running Shoes	14.1	Soccer Balls	15.8
Barbells/Weight Sets	13.6	Stationary Exercise Bicycles	14.3
Racquetball Shoes	13.5	Golf Shoes	13.9
Tennis Rackets	13.0	Rowing Machines	13.3
Rowing Machines	12.9	Golf Bags	12.4
Skiwear	12.4	Downhill Skis	11.6
Water Skis	11.5	Water Skis	11.4
Cross-Country Skis	11.4	Cross-Country Skis	11.0
Soccer Shoes	11.3	Soccer Shoes	11.0
Tennis Balls (Cans of 3-4)	11.0	Tennis Balls (Cans of 3-4)	10.7
Billiard/Pool Tables	10.9	Golf Clubs	10.3
Golf Shoes	8.6	Golf Clothing	9.8
Downhill Skis	8.2	Multi-Purpose Home Gyms	9.6
Racquetball Racquets	8.0	Tennis Rackets	9.3
Golf Clothing	6.3	Billiard/Pool Tables	8.9
Golf Clubs	6.3	Skiwear	7.8
Golf Bags	5.0	Hockey Skates	7.6

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$25,000 - $34,999		$35,000 - $44,999	
Percent of U.S. Households	17.8%	Percent of U.S. Households	12.1%
Water Skis	27.2	Billiard/Pool Tables	40.8
Badminton Sets	26.8	Soccer Balls	24.6
Bowling Balls	24.6	Golf Bags	23.5
Slumber Bags	24.4	Golf Clubs	21.3
Racquetball Shoes	22.6	Basketball Shoes	19.8
Multi-Purpose Home Gyms	22.3	Soccer Shoes	19.8
Basketball Shoes	22.0	Racquetball Racquets	19.7
Baseball Gloves	21.7	Baseball Shoes	19.4
Baseball Shoes	21.7	Rifles	18.9
Barbells/Weight Sets	21.5	Weight Benches	18.8
Rifles	21.4	Tents (3 or More Person)	18.7
Gym Shoes/Sneakers	21.2	Skiwear	17.8
Backpacks	21.0	Aerobic Shoes	17.6
Hockey Skates	21.0	Bowling Balls	17.3
Cross-Country Skis	20.7	Jogging/Running Shoes	17.1
Golf Clubs	20.5	Racquetball Shoes	17.0
Soccer Balls	20.5	Downhill Skis	16.3
Racquetball Racquets	20.4	Golf Clothing	16.3
Leotards/Body Suits	20.3	Multi-Purpose Home Gyms	16.3
Bathing Suits	19.7	Reels (Separate)	16.3
Soccer Shoes	19.7	Stationary Exercise Bicycles	16.2
Jogging/Running Shoes	19.6	Gym Shoes/Sneakers	15.8
Sunglasses	19.6	Tennis Rackets	15.8
Hiking Shoes	19.5	Golf Shoes	15.7
Reels (Separate)	19.3	Hand/Wrist/Ankle Weights	15.7
Weight Benches	19.3	Basketballs	15.6
Basketballs	19.2	Sunglasses	15.6
Folding Lockback Knives	19.2	Baseball Gloves	15.5
Rowing Machines	19.2	Slumber Bags	15.3
Shotguns	19.2	Tennis Balls (Cans of 3-4)	15.3
Tents (3 or More Person)	19.1	Bathing Suits	15.2
Tennis Balls (Cans of 3-4)	18.7	Warm-Up Suits	15.2
Downhill Skis	18.5	Rod-Reel Combinations	15.1
Bicycles (10-12-15+ Speed)	18.4	Tennis Shoes	14.9
Aerobic Shoes	18.3	Folding Lockback Knives	14.3
Tennis Shoes	18.2	Tents (1-2 Persons)	14.1
Stationary Exercise Bicycles	18.0	Sleeping Bags	13.7
Warm-Up Suits	18.0	Bicycles (10-12-15+ Speed)	13.3
Golf Clothing	17.7	Shotguns	13.3
Rod-Reel Combinations	17.4	Barbells/Weight Sets	13.2
Golf Bags	17.3	Hockey Skates	13.1
Tennis Rackets	17.1	Leotards/Body Suits	12.7
Sleeping Bags	15.9	Cross-Country Skis	12.0
Golf Shoes	15.8	Hiking Shoes	11.9
Hand/Wrist/Ankle Weights	15.4	Backpacks	10.5
Skiwear	15.0	Rowing Machines	10.2
Tents (1-2 Persons)	11.2	Badminton Sets	10.0
Billiard/Pool Tables	4.8	Water Skis	7.5

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$45,000 & OVER

Percent of U.S. Households	17.5%
Golf Clothing	49.9
Skiwear	47.0
Golf Shoes	46.0
Downhill Skis	45.4
Cross-Country Skis	44.9
Tennis Rackets	44.8
Rowing Machines	44.4
Tennis Balls (Cans of 3-4)	44.3
Water Skis	42.4
Golf Bags	41.8
Golf Clubs	41.6
Hockey Skates	38.9
Soccer Shoes	38.2
Multi-Purpose Home Gyms	35.4
Tents (1-2 Persons)	34.7
Warm-Up Suits	34.7
Billiard/Pool Tables	34.6
Hiking Shoes	34.2
Racquetball Racquets	33.8
Jogging/Running Shoes	31.5
Stationary Exercise Bicycles	31.5
Bathing Suits	31.4
Aerobic Shoes	31.0
Racquetball Shoes	30.7
Sleeping Bags	30.7
Backpacks	29.9
Sunglasses	29.8
Bicycles (10-12-15+ Speed)	29.1
Barbells/Weight Sets	28.5
Leotards/Body Suits	28.5
Tennis Shoes	28.5
Hand/Wrist/Ankle Weights	26.3
Baseball Gloves	25.9
Shotguns	25.7
Weight Benches	25.4
Gym Shoes/Sneakers	25.3
Soccer Balls	24.3
Basketballs	24.2
Basketball Shoes	24.1
Baseball Shoes	23.9
Rod-Reel Combinations	23.8
Reels (Separate)	23.1
Bowling Balls	22.7
Badminton Sets	22.5
Tents (3 or More Person)	21.3
Folding Lockback Knives	20.7
Rifles	15.5
Slumber Bags	15.3

NSGA TRADE SHOWS SCHEDULE

1986		19th NSGA Fall Market	World Sports Expo '86 59th NSGA International Convention & Show 2nd International Dance Exercise Association Show
1987	2nd NSGA Spring Market	40th NSGA Fall Market	World Sports Expo '87 60th NSGA International Convention & Show
1988	3rd NSGA Spring Market	41st NSGA Fall Market	World Sports Expo '88 61st NSGA International Convention & Show
1989	4th NSGA Spring Market	42nd NSGA Fall Market	World Sports Expo '89 62nd NSGA International Convention & Show
1990	5th NSGA Spring Market	43rd NSGA Fall Market	World Sports & Marine Expo '90 63rd NSGA International Convention & Show 10th International Marine Trades Exhibit & Convention
1991	6th NSGA Spring Market	44th NSGA Fall Market	World Sports Expo '91 64th NSGA International Convention & Show
1992	7th NSGA Spring Market	45th NSGA Fall Market	World Sports & Marine Expo '92 65th NSGA International Convention & Show 44th International Marine Trades Exhibit & Convention
1993	8th NSGA Spring Market	46th NSGA Fall Market	World Sports & Marine Expo '93 66th NSGA International Convention & Show 45th International Marine Trades Exhibit & Convention
1994	9th NSGA Spring Market	47th NSGA Fall Market	World Sports & Marine Expo '94 67th NSGA International Convention & Show 46th International Marine Trades Exhibit & Convention
1995	10th NSGA Spring Market	48th NSGA Fall Market	World Sports & Marine Expo '95 68th NSGA International Convention & Show 47th International Marine Trades Exhibit & Convention